

The Pulse of the Motion Picture Industry

BOXOFFICE



Associated Motion Picture Advertisers observes its 35th birthday . . . Robert Weitman, Paramount executive, addressing group. L to R: Barney Salomon, Paramount president; Weitman; Maurice Bergman, U-I executive; Harry McWilliams, Ampa president; Leonard Goldenson, UFT chief . . . See page 22

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**A Goldmine of Information—
BOXOFFICE BAROMETER**

Section 2 of This Issue

CANADIAN EDITION

JANUARY 26, 1952

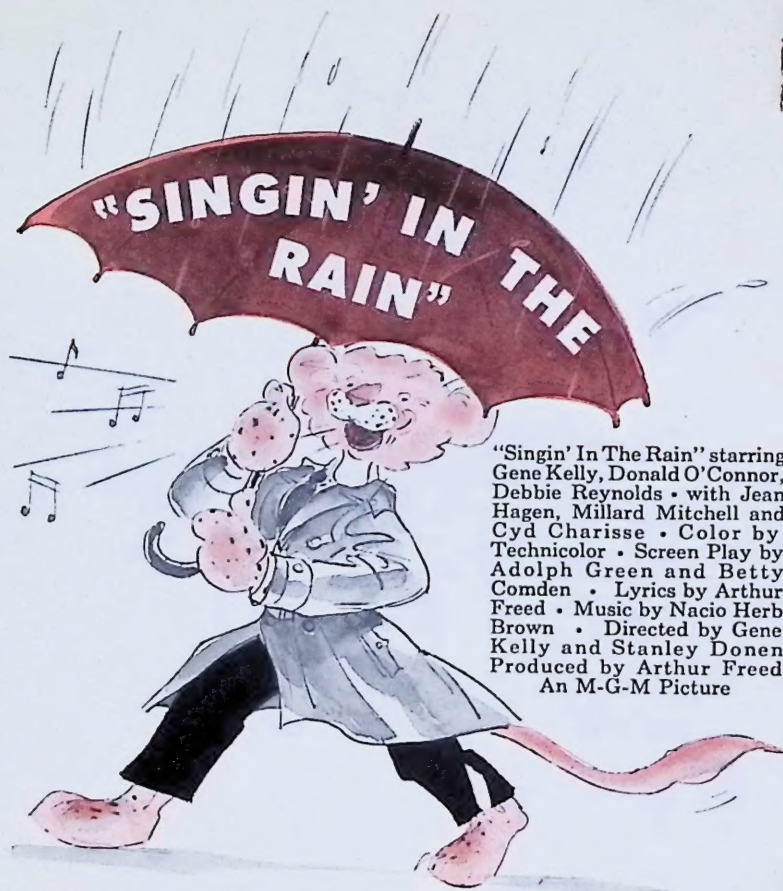
In Two Sections—Section One

M-G-MUSIC!

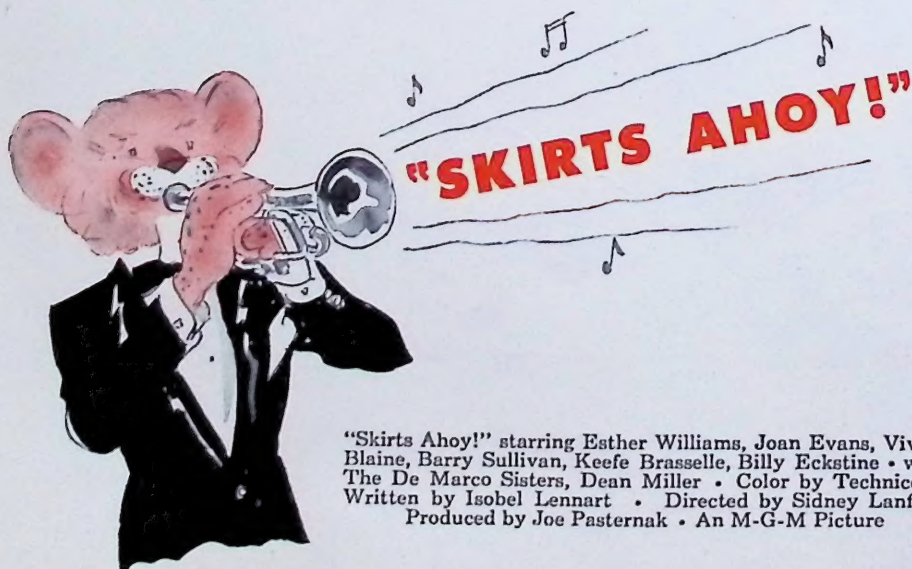
(TECHNICOLOR, TOO!)



Lana Turner as "The Merry Widow" with Fernando Lamas, Una Merkel, Richard Haydn, Thomas Gomez • Color by Technicolor • Screen Play by Sonya Levien and William Ludwig Based on the Operetta written by Composer Franz Lehar and Authors Victor Leon and Leo Stein • Directed by Curtis Bernhardt • Produced by Joe Pasternak • An M-G-M Picture



"Singin' In The Rain" starring Gene Kelly, Donald O'Connor, Debbie Reynolds • with Jean Hagen, Millard Mitchell and Cyd Charisse • Color by Technicolor • Screen Play by Adolph Green and Betty Comden • Lyrics by Arthur Freed • Music by Nacio Herb Brown • Directed by Gene Kelly and Stanley Donen Produced by Arthur Freed An M-G-M Picture



"Skirts Ahoy!" starring Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine • with The De Marco Sisters, Dean Miller • Color by Technicolor Written by Isobel Lennart • Directed by Sidney Lanfield Produced by Joe Pasternak • An M-G-M Picture

"THE BELLE OF NEW YORK"



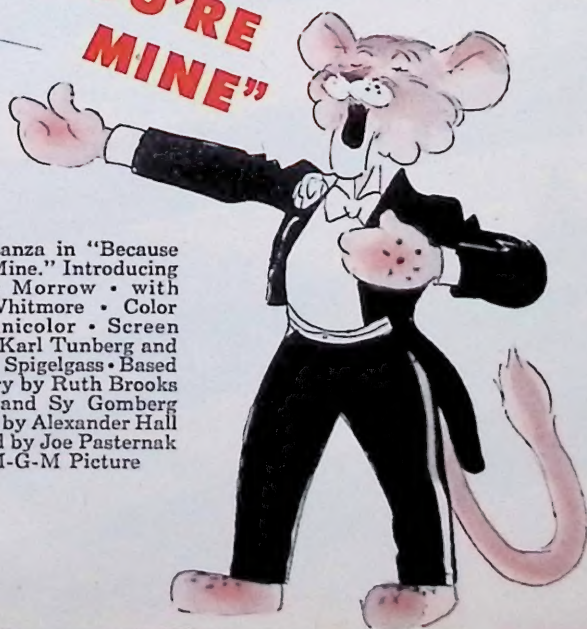
"The Belle of New York" starring Fred Astaire, Vera-Ellen, Marjorie Main, with Keenan Wynn, Alice Pearce, Clinton Sundberg, Gale Robbins. Color by Technicolor. Screen Play by Robert O'Brien and Irving Elinson. Adapted for the screen by Chester Erskine From the play by Hugh Morton Music by Harry Warren. Lyrics by Johnny Mercer. Directed by Charles Walters. Produced by Arthur Freed An M-G-M Picture

"LOVELY TO LOOK AT"



"Lovely To Look At" starring Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller. with Zsa Zsa Gabor, Kurt Kasznar Color by Technicolor. Screen Play by George Wells and Harry Ruby. Additional Dialogue by Andrew Solt. Based on the Musical Comedy "Roberta" From the Novel by Alice Duer Miller. Book and Lyrics by Otto A. Harbach. Music by Jerome Kern. Directed by Mervyn LeRoy. Produced by Jack Cummings. An M-G-M Picture

"BECAUSE YOU'RE MINE"



Mario Lanza in "Because You're Mine." Introducing Doretta Morrow. with James Whitmore. Color by Technicolor. Screen Play by Karl Tunberg and Leonard Spigelgass. Based on a Story by Ruth Brooks Flippen and Sy Gomberg Directed by Alexander Hall Produced by Joe Pasternak An M-G-M Picture

They've all been Previewed!
They're GREAT! Leo does it again. Just a few of the new, terrific **TECHNICOLOR** tune-toppers like "Show Boat", "The Great Caruso", "An American In Paris" from The No. 1 Company.

"'ROOM FOR ONE MORE' will bring a smile to the face of any showman!" M.P.
HERALD

"Immediately check 'ROOM FOR ONE MORE' as a top offering for the consummate delight of a

"'ROOM FOR ONE MORE' should enjoy capacity business and unlimited praise in all its bookings!"

"'ROOM FOR ONE MORE' is a picture to produce strong business!" SHOWMEN'S
TRADE REVIEW

"'ROOM FOR ONE MORE' is topnotch! Cary Grant and strong word-of-mouth for building grosses!"



"'ROOM FOR ONE MORE' is merry, boisterous, delightfully different — and solid entertainment

"'ROOM FOR ONE MORE' is the kind of picture audiences will talk about and sell to their next

"'ROOM FOR ONE MORE' is big in its capacity to entertain all members of the audience — and big

"'ROOM FOR ONE MORE' is just about one of the most entertaining pictures we have seen! It's

"'ROOM FOR ONE MORE' can count off the kind of blessings that mean plenty of boxoffice profit!"

vast audience!

BOXOFFICE

VARIETY



for all members of the family!" MOTION PICTURE DAILY

door neighbor!" FILM BULLETIN

in the box office grosses it will roll up!" INDEPENDENT FILM JOURNAL

a big one for everybody!" THE EXHIBITOR

HOLLYWOOD REPORTER

THEY ALL SAY
YOU'LL NEED
A LOT OF ROOM
FOR WARNERS'
NEXT!!!

CARY GRANT

and

BETSY DRAKE

in

"ROOM FOR ONE
MORE"

with Lurene Tuttle • Randy Stuart • John Ridgely
Irving Bacon • Mary Lou Treen

and The Children, Iris Mann • George Winslow

Clifford Tatum, Jr. • Gay Gordon • Malcolm Cassell • Larry Olsen

Screen Play by Jack Rose and Melville Shavelson

Music by Max Steiner

Produced by Henry Blanke Directed by Norman Taurog



**PICTURE
OF THE
WEEK**



FOR EASTER!

"With A Song In My Heart" is set to make the nation's hearts and boxoffices tingle with excitement for the holiday season. A great cast headed by Susan Hayward (above) as Jane Froman, Rory Calhoun, David Wayne and Thelma Ritter makes musical and film history in the Technicolor delight!

(Advertisement)

THE NATIONAL FILM WEEKLY

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Vol. 60 No. 13

OF PRIME IMPORTANCE

MARKING back to the early days of sound, a distribution executive the other day remarked, "Well, television is here to stay. It is part of modern living and a competitor, along with other diversions, for the public's leisure time. We can't deny its existence; nor should we minimize it. There is only one thing we should do about it—make motion picture entertainment by far the better."

In somewhat different words, others in the industry have been saying the same thing. And, apparently, that line of thinking has effectively found its way into the production mills of Hollywood. Product improvement has been steadily coming to the fore and, judging from advance information on dozens of pictures already finished, there will be much of top quality screen fare throughout the current year.

The competition for the public's leisure time—and amusement dollar—has made people more picky and choosy about motion pictures. That should prime exhibitors to exert the greatest possible care in their bookings and to give their selections the best possible merchandising support. Accordingly, information about pictures is, today, of premium value.

As has been the case for the past 15 years, BOXOFFICE supplements its week-to-week efforts to provide exhibitors with accurate product information in its compact compendium of each full season's output—the BAROMETER Edition. As section two of this issue of BOXOFFICE, it does a thorough-going job of providing picture, player and performance data that will be of practical value to exhibitors throughout the year, and longer.

This compendium of current and coming production provides exhibitors with a most thorough insight into what they may expect from each company in the year ahead. It serves as an excellent guide in buying as well as in booking pictures for every type of theatre operation.

This value obtains not only in what BAROMETER foretells of forthcoming releases, but in great measure in its compilation of features and short subjects for the season just passed. It serves to bring attention to many pictures which, for one reason or another, may have been overlooked. While pictures are being played more closely to release date than in past years, there still are many situations for which upwards of 50 per cent of last season's features are as yet unplayed. Too, because of the fast play-off and product dissipation resulting from multiple day-and-dating, exhibitors may find a "bonanza" in the rebooking of many of those pictures. Among them are, surely, a number that would be in the "must-see" classification that the selective picture patrons have been forced to miss.

The grossing reports on last season's features are of definite guidance value in booking and dating and in helping to determine the effort

to be put into the showmandising of each of these pictures. The over-all performance record spotlights the pictures which may have been overlooked and suggests return bookings of those on which the full potential may not have been realized, because of weather, timing or competitive factors, such as cited in the preceding paragraph.

The Blue Ribbon Award winners provide still another booking cue. The 12 pictures chosen each season by the National Screen Council afford opportunities for public relations tie-ins, for special booking arrangements or for just straightaway showmanship aimed at increased patronage. And so do those, which may be among reissues available, listed as far back as 1932 when the Blue Ribbon Awards were inaugurated. The Council, sponsored by BOXOFFICE, is representative of social, civic, religious, educational and other organizations interested in motion picture betterment. We suggest that exhibitors consult the Council Roster, published in BAROMETER. It can be made to serve in creating special interest, not only in Blue Ribbon Award pictures, but also in increasing ticket sales generally.

Right here we want to call attention to the fact that the National Screen Council will be 20 years old come next March. Throughout that time, BOXOFFICE has regularly each month sent bulletins to the Council members, not only to advise of the Blue Ribbon Award winner but to give interesting comment received on it and on runnersup. As an instance of how this information is used to serve the industry, we quote from a letter just received from Miss Flo Beach Rowe, of Radio Station WSLB, Ogdensburg, N. Y. Says Miss Rowe:

"I build most of one 15-minute program around the BOXOFFICE Blue Ribbon Award bulletin each time it is received and will continue to do so. Usually Ogdensburg, with its limit of two theatres, receives the movies a bit late. So I use your material in connection with my promoting of the movies. I have three 15-minute daily programs on WSLB and so find I can use your material in several ways—in 'Women in the News'—'Visit With Flo'—and 'Rural Reporter'—my three shows."

Streamlined for practical service, BAROMETER separates the wheat from the chaff, giving maximum guidance in a minimum of space; thus conserving the reader's time as well as benefiting him most.

As in the years past, this 15th issue of BAROMETER is designed to be helpful in the everyday functions of exhibitors in particular, the while having general interest and value for all branches of the industry.

Ben Shlyen

LIGHTWEIGHT FILM CONTAINERS STUDIED BY MAJOR COMPANIES

Real Problem in Delivery Of Acetate Prints Is the Resistance to Abuse

By SUMNER SMITH

NEW YORK—Henry Reeve of Menard, Tex., didn't propose something entirely new when he asked, as reported in the January 12 issue of *Boxoffice*, why there aren't lightweight film containers for print shipments, but his question was important because it revived interest in distributor plans that haven't been in the limelight recently.

Reeve's idea, based on sound thinking, wasn't new because branch operations managers of the major companies have been seeking a lightweight container for some time. But his suggestion brought about a followup that showed that the search is vigorous and that the various managers will meet soon to swap their research under the auspices of the Motion Picture Ass'n of America. The companies are very anxious to discard the heavy metal can now in use and substitute a receptacle lighter in weight and as durable.

STABILITY ILLUSTRATED

The hitch is that word "durable." An anecdote will illustrate.

Another Texas exhibitor somewhat over a year ago found the metal can containing a feature badly smashed through the middle on arrival. It was such an extreme and novel type of damage that after he had calmed down a bit, his curiosity was aroused. John B. McCullough, MPAA conservation director, happened to be in the vicinity, so the exhibitor asked him to make an inquiry.

What had happened was this. The truck delivering the film to the theatre had developed a flat tire. The driver didn't find any suitable rocks nearby, so he used the can as the foundation for his automobile jack as he changed tires. And that was that. An extreme case, of course, but those cans have to take a lot of punishment. Some truck drivers, according to reports, must be bowling enthusiasts.

NITRATE VERSUS ACETATE

Reeve wasn't discussing nitrate, or inflammable, film stock, of course. He was talking about acetate, or non-inflammable, stock. Regulations of the U.S. Bureau of Explosives, as enforced by the Interstate Commerce Commission, stipulate metal cans for nitrate films. Reeve's point had to do with acetate. It was that a cut in transportation costs through a reduction in weight was possible. He thought that a varying saving of 33¼ to 40 per cent would be possible to theatre owners on single and two-reel subjects, and a considerable saving on larger shipments.

"Why then," he asked, "the continued use of unnecessary heavy cans in view of the miracles of modern scientific development of plastics, veneers and many lightweight metals?"

That's the same idea the film companies have had for over a year. They have been looking into various lightweight substitutes,



HENRY REEVE

His Suggestion Generates a Discussion

particularly since all new features and all new short subjects are on acetate film and since there is a move on foot by the newsreels to switch from nitrate to acetate now that the costs of the latter are said to be coming down. On the other hand, there is plenty of nitrate film made in earlier years still in distribution, and that, according to government rulings, must still be shipped in metal cans.

So the companies, besides developing a new container for acetate, will have to keep on using metal for nitrate until the old films are played out. Care will have to be taken to see that nitrate doesn't get into the wrong container.

Investigations into new types of materials have included plastics, metals and especially fiberboard. Studies haven't shown as yet that the plastics tested are durable enough, and lightweight metals seem beyond reach right now because of government priority rulings. That has left fiberboard. The ICC has ruled that acetate film, when no nitrate is packed with it, can be sent in solid fiberboard containers one one-hundredth of an inch thick if the cover is full telescope, meaning that the cover must fit down over the sides of the container. But what about durability?

Paramount, according to G. Knox Haddow, and Loew's, according to Alan F. Cummings, have been doing a lot of research in fiberboard. They have found weight not a considerable factor where films are trucked instead of flown or sent by express, but fragility a real problem. They did not sound too optimistic, but said they would make their research available to the other companies at the coming MPAA meeting.

Clarence A. Hill at 20th Century-Fox said that company had reached the conclusion that usage of fiberboard, at least until such a container is perfected, would cost much more because of loss due to damage than metal cans. To date, tests have shown that fiberboard doesn't stand up. Lighter metals

are in the critical area. Plastics have been tried, with the company asking Eastman Kodak and Union Carbide to experiment.

Bernard Goodman of Warner Bros. said a lot of different kinds of fiberboard cases had been checked without finding one that stood up, and said in addition that a shortage of fiberboard looms because of its use by the army. Besides the outright smashing of film in a lightweight container, he mentioned the possibility of dirt entering and scratching the film surface.

A. A. Schubart of RKO and Al Schiller of Republic said they had been watching the progress of various experiments and would be glad to save exhibitors money but that "of course we can't take it out of our company's pocket."

PLASTICS TESTED BY UA

United Artists, through a spokesman, eagerly awaited a suitable lightweight container. "It's not always the exhibitor who pays the transportation bills," he said. "We do, too. And we believe that if lighter containers that resist damage can be found, the trucking companies may be willing to cut charges. We have asked them to help with the experimentation. As for plastics, we tested them two years ago with the cooperation of a trucking firm and a company manufacturing metal film boxes, but nothing came of it. It's a real problem."

Chester M. Ross of Bonded Film, huge storage house, said he would welcome lightweight containers made of fiberboard or any other material as they would greatly lessen the labor involved in storing film. He said it is possible to ship 1,000-foot reels of nitrate film in lightweight cans packed in fiberboard, but not reels having more footage.

William B. Brenner of National Screen said trailers are in acetate and shipped in a tight roll in corrugated boxes, and sometimes wound around a plastic coil. He had no solution to offer the major companies.

ECONOMY OR DURABILITY?

Clint Weyer of Clark Film Service in Philadelphia, a member of National Film Carriers which handles 90 per cent of film deliveries, said he hadn't heard a thing about any new type of containers. His first reaction to a departure from the metal type was that it will be difficult to find another that will be as durable, but he said that his company of course would handle any adopted by the distributors.

So the "investigation and experimentation" urged by Reeve has been in work for over a year and in some instances even longer. Reeve apparently summed it up neatly when he added: "An immediate change might not be feasible, because it has taken some time to effect the present acetate status. Such a reduction in weight would certainly result in a most helpful economy in theatre operation—in overhead reduction which we well know is steadily becoming a more and more necessary item in healthy theatre operation."

Right now, the main problem is weight versus durability. Reeve and a lot of other exhibitors will be interested in the results of the MPAA meeting.

Ban on 'Miracle' Challenged

Film Censorship Goes To Supreme Court

WASHINGTON—The Supreme Court on Monday (21) was asked to review the New York appeals court ruling upholding the ban on exhibition of "The Miracle."

Distributor Joseph Burstyn's attorney told the high court that the conclusion of the censors that the film was sacrilegious was unfounded and challenged the constitutionality of the New York statute under which the state regents acted.

Counsel Ephraim S. London told the court that the powers granted by the statute "are repugnant to the constitution of the United States" and argued that its terms are so vague and indefinite that enforcement "violated the due process clause of the 14th Amendment."

TERM NOT DEFINED

Although the law bans sacrilegious films, the term "sacrilegious" is not defined, the brief pointed out, and therefore film producers cannot determine in advance the scope of the prohibitions, since there are no clearly defined standards.

"The repression of motion pictures as media for the dissemination of ideas will be a real and immediate danger if the statutes permitting censorship of films on religious grounds are sustained," the brief declared. "Millions of filmgoers in New York state" would be denied the opportunity to see films with a religious theme if the picture happens to "conflict with (the views) of a minority of a religious group."

"The cinema is perhaps our most vigorous art form and one of the most potent instruments of communications of ideas," Burstyn argued, declaring that the action of the censors would threaten free and complete use of the motion picture medium.

The ban on showings of "The Miracle" violates the constitutional guarantees of "separate church and state," and of "freedom of religion," the brief argued, on the grounds that the regents are required by the statute to make "a purely religious judgment—and such judgment is made the basis for official action." The effect of this is that "the authorities charged with enforcement of the statute must adopt some religious dogma as a standard for action," the brief stated, since the judgments must be based on "some particular religious doctrine."

VIOLATE FIRST AMENDMENT

Furthermore, the company argued that film censorship of films violates the freedom of speech guarantees of the first amendment, thereby again bringing to the fore the question of whether films are included under these guarantees. "The Mutual Film case should be relegated to the history shelf," it stated, since movies were "a trivial form of entertainment without significance" in 1915 when that ruling was handed down.

Delay COMPO Meeting

NEW YORK—The annual meeting of the Council of Motion Picture Organizations executive board has been postponed from February 14, 15 to February 20, 21 to avoid conflict with the Federal Communications Commission hearing in Washington.

Studio Toppers to Talk Things Over With TOA

LOS ANGELES—With an exhibitors-producers round table session to confer on mutual problems as one of the highlights, emphasis will also be directed toward arbitration, television, discriminatory taxation and other matters of industry concern when the board of directors of Theatre Owners of America opens a four-day conclave here Monday (28). To be held at the headquarters of National Theatres, the huddles will end Thursday (31).

OTHER TOPICS ON AGENDA

At a planning session held here Monday (21) by Gael Sullivan, TOA executive director, and Charles P. Skouras, NT president and general chairman of the upcoming meeting, the subjects listed for discussion also included:

Furtherance of organizational plans for regional committees.

Cycles of films and simultaneous releasing of pictures which have similar themes and/or story content.

Quality and quantity films.

Public relations.

Censorship.

Approximately 70 delegates will attend the parleys, including leading independent exhibitors, circuit heads and Hollywood production brass. Among the latter will be Darryl F. Zanuck, Dore Schary, Jack L. Warner, Y. Frank Freeman, William Goetz, Herbert J. Yates, William Perlberg, Hal Wallis, Stanley Kramer, Steve Brody, Jerry Wald, Roy O. Disney, Robert L. Lippert and Sol Lesser.

Exhibitor participants will represent 9,500 theatres in 48 states. It is the first TOA directors' meeting to be held here since March 1948; in September 1949, TOA held its national convention here.

On the eve of the conclave, representative filmmakers who will meet with the theatre-men expressed enthusiasm at the opportunity accorded for the two groups to sit down and engage in discussion of mutual problems. Wallis hailed it as a "healthy sign for the industry," while Wald said that by such sessions "a new and flourishing era of motion picture history is being born" and Kramer declared the need for meetings of this kind "is greater today than it ever has been before."

NT, FWC CHIEFS TO MEET

Brody, opining that filmdom "has made great strides forward during the past year," said such progress has to a large degree "been a result of gatherings such as this," and Zanuck emphasized that "we are waging a common struggle to regain the patronage of the public." Yates said he was looking forward to the parleys "with great enthusiasm," while Warner, Schary and Perlberg also joined in welcoming the TOA directorate and predicted the meetings would be mutually beneficial.

Immediately following the close of the TOA session Thursday (31), Skouras will call a meeting of NT and Fox West Coast executives for the following day to lay plans for NT's own annual midwinter meeting. These

Big Ones Not Enough

Minneapolis — North Central Allied, in its current bulletin, comments on the statement by Cecil B. DeMille that the public will soon be demanding only the big attractions. "What happens to theatres which require 100 to 200 pictures a year?" NCA asks.

parleys will begin February 4.

Assisting Skouras in making the TOA conclave arrangements are Dick Dickson, FWC's southern California division manager, who is coordinating conference activities; George Bowser, FWC general manager, in charge of entertainment; R. H. McCullough, television; Andy Krappman, merchandising; Dean Hyskell, decorations and exhibits, and Thornton Sargent, Ed Zabel, John Lavery, Pete Latsis and Dick Pitts.

Here is a partial list of the delegates who had made reservations for the four-day meeting of the TOA board of directors:

Morton Thalheimer, Neighborhood Theatres, Inc., Richmond, Va.; Thomas Bloomer, St. Louis; Thomas James, St. Louis; Herman M. Levy, TOA general counsel, New Haven; S. H. Fabian, New York; Gael Sullivan, TOA executive director, New York; Robert Livingston, Nebraska TOA, Lincoln; Roy Cooper, United California Theatres, San Francisco; John Rawley, Dallas.

Ted R. Gamble, Portland, Ore.; Sol Schwartz, RKO Theatres, New York; Mike Comerford, Scranton, Pa.; Mitchell Wolfson, TOA president, Wometco Theatres, Miami; J. J. O'Leary, Comerford Theatres, Scranton; Ed Martin, Columbus, Ga.; George Kerasotes, Springfield, Ill.; Harry Nace, Tucson; Walter Reade Jr., New York; Robert E. Bryant, North and South Carolina Theatre Owners, Rock Hill, S. C.

George P. Skouras, United Artists Theatres, New York; C. E. Cook, Kansas-Missouri Theatre Ass'n, Maryville, Mo.; Marlin Butler, New Mexico Theatre Ass'n, Albuquerque; Mack Jackson, Alexander City, Ala.; Frank L. Newman, Fox Evergreen Theatres, Seattle; Elmer H. Rhaden, Fox Midwest, Kansas City; Frank H. Ricketts, Fox Intermountain, Denver; M. Spencer Leve, FWC, San Francisco; Nat Williams, Thomasville, Ga.; Fred Schwartz, Century circuit, New York; Maurice Loewenstein, Theatre Owners of Oklahoma, Oklahoma City.

Alfred Starr, Nashville; Kermit Stengel, Nashville; and, from the Los Angeles and Southern California area, Charles P. Skouras, George Bowser, Dick Dickson, Thornton Sargent, John Lavery and Ed Zabel, executives of Fox West Coast and National Theatres; Harry Arthur; Sherrill C. Corwin; Al Hansen; Gus Metzger; George Nasser; Mike Rosenberg; Russell Rogers; Bill Sreer; Fred Stein, United Artists Theatres; Ed Shanberg; Harry Vinicof; Ben Wallerstein, Warner Theatres.

Ask Film Industry to Aid Women Recruiting Drive

WASHINGTON—Leading executives in all branches of the motion picture industry were asked Wednesday (23) to assist the Defense department in its campaign to recruit more women into the armed services.

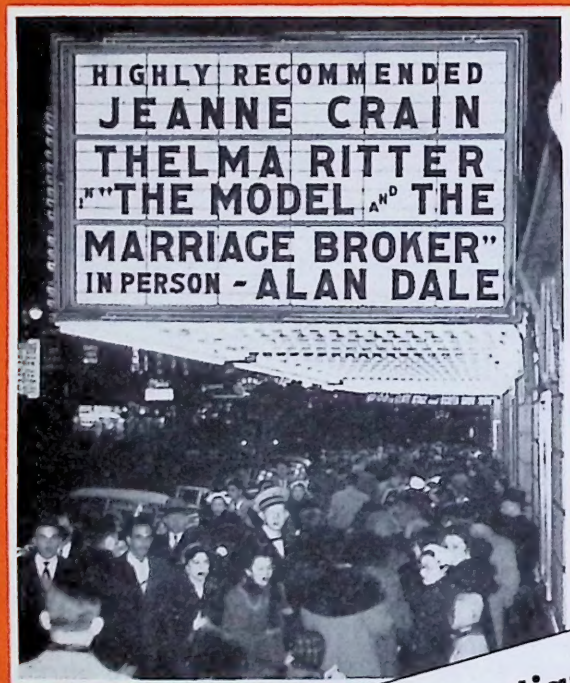
The group attending a special luncheon at the Pentagon heard Defense Secretary Robert Lovett express gratitude for many examples of fine work performed by the industry in the past in behalf of the defense and war effort, and praise its ability for successful accomplishments.

The film industry was represented by Eric Johnston, Ned Depinet, David Selznick, Spyros and George Skouras, Abram Myers, Arthur Mayer, A. Julian Brylawski and Mary McCall, Screen Writers Guild president, Walton Ament and Russell Holman.

CUPID TAKES OVER TO GIVE BASHFUL BOXOFFICES A SHOVE IN THE RIGHT DIRECTION!



RESULTS
GUARANTEED!



ROMANCE IS RAMPANT

at the Roxy Theatre, New York, and **BUSINESS BETTER THAN IT HAS BEEN IN A TWELVE-MONTH**, as "The Model and the Marriage Broker" lines up the crowds — inside and outside the theatre — eager to see 20th Century-Fox's gayest comedy!

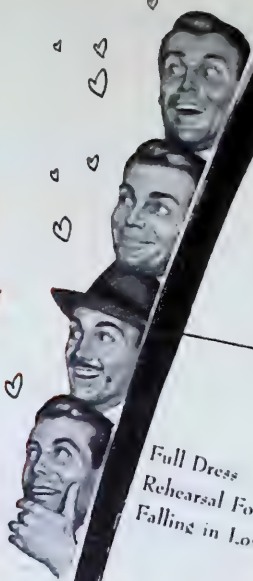
...Same success story in Miami, Washington, Wichita, Hartford, New Haven, Springfield, Los Angeles, Toronto! **EVERYWHERE!**



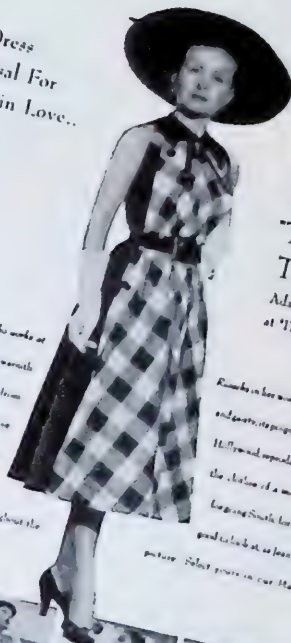
THERE'S NO BUSINESS LIKE

Jeanne **CRAIN** in
"The Model and the Marriage Broker"

co-starring
SCOTT BRADY · THELMA RITTER with
 Michael O'SHEA
 Produced by **CHARLES BRACKETT** Directed by **GEORGE CUKOR**
 Written by **CHARLES BRACKETT, WALTER REISCH** and **RICHARD BREEN**



Full Dress
 Rehearsal For
 Falling in Love..



See the Exciting Dresses
 Jeanne Crain wears
 in 20th Century Fox's hit
**"The Model and
 The Marriage Broker"**
 Adapted for you by Russeks
 at \$7.95 to \$25

It all started because Jeanne Crain portrays the model who works at
 the law. We tell her how to put on a white sportswear wardrobe
 which is not an ideal you would see. So we get the dresses from
 collections from fashion, with grace and detail. Now you can have
 accomplish all this at a price you can afford. There are dresses
 afternoon dresses that will make you appear as irresistible as
 unexpected and romantic a costume she gets herself into throughout the

Russeks in her wonderful new hit, "The Model and the Marriage
 Broker," is perfect laughter, with the marvel of fashion she
 Hollywood independent film, and come up with a star-studded
 the choice of a movie star. Look just as glamorous and
 for going South Sea. No wonder for her partying and for
 good to look at as Jeanne Crain is during all the upcoming
 picture. Select yours in our Marjorie Dress Shop, Third Floor.

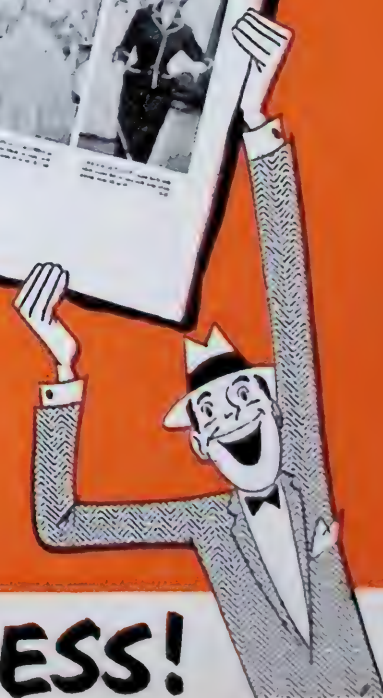


Only at
Russeks

RUSSEKS, noted
 New York Fifth Avenue
 women's store, ran full
 page advertisements
 in all the newspapers,
 tying in "The Model
 and the Marriage
 Broker" and the
 dresses worn by
 Jeanne Crain.

**YOU CAN
 DUPLICATE THIS IN
 YOUR SITUATION!**

20 CENTURY-FOX BUSINESS!



Pulse Beats

FCC Turns Down 20th-Fox On Theatre TV Channels

Film company loses bid to have specific assignment of industrial radio service channels considered in the theatre TV hearings scheduled before FCC on February 25.

*

FCC May Not Be Able to Hold UPT-ABC Hearings Feb. 4

Scheduled resumption on merger proceedings not expected due to unexpected delays in concluding testimony about whether DuMont is or is not controlled by Paramount.

*

Karl Herzog Is Elected President Of Cinecolor at N.Y. Meeting

Treasurer of company replaces John D. Kerr, who resigned recently; Edwin Van Pelt of Chemical Bank & Trust Co., and Murray McConnell of New York to fill two of three vacancies on board.

*

Forced Theatre Liability Insurance Sought in N.Y.

Bill introduced in legislature by Brooklyn assemblyman calls for \$25,000 coverage for one person and \$50,000 for more than one injured in an accident.

*

Bank of America Files Suit Against Loew's Int'l

Seeks \$2,642,240, claiming that company pushed MGM product to detriment of nine Enterprise pictures which it had agreed to distribute after bank foreclosure on them.

*

Monogram-AA Chiefs Hold Conferences at Studio

Review accomplishments during 1951 and draft operational blueprints for the coming year as concerns product, sales policies and personnel coordination.

*

Eric Johnston Appointed To Government Office

Motion Picture Ass'n of America president to head Point 4 program; estimated new job would take no more than three days a month from his film duties.

*

Spanish Approval Is Won To New Import Proposals

Provides for issuance of film license by the government, an allocation of 60 to U.S. companies having distribution offices in Spain, 20 Spanish importers of U.S. films and 20 to independents.

*

Mexico's 50% Film Quota Law Declared Unconstitutional

Federal court grants injunction sought by exhibitors; ruling also eliminates requirement that exhibitors must register at federal cinema office; government appeal possible.

Ban on Theatre TV Color Protested by Industry

WASHINGTON—The film industry on Monday (21) asked the National Production Authority to declare its ban on manufacturing of color television equipment not applicable to theatre television. The request was made in a letter signed by Vincent Welch and James L. Fly for the Motion Picture Ass'n of America and by Marcus Cohn for Theatre Owners of America and the National Exhibitors Theatre Television Committee.

The industry representatives argued that the ban was never intended to apply to theatre TV and cited as proof the fact that no film industry representatives had been called to the pre-ban meeting at which all segments of the home TV industry were present.

The film associates argued, further, that production of theatre color television equipment "to serve thousands of people" would require no more critical materials than would the making of only one or two home color receivers. They contended that "the scientific advance in color television" should not "be impeded."

The joint letter requested that NPA either immediately clarify its order to make it certain that theatre TV is exempt from the ban or, at the very least, call a meeting of spokesmen for groups and individuals interested in theatre TV, at which time these spokesmen could support with facts their contention that banning theatre color TV would result in very little, if any, savings of critical materials. Such a meeting subsequently was set for February 8 by NPA.

New du Pont Plastic Film Available for Testing

WILMINGTON, DEL.—E. I. du Pont de Nemours & Co. has reported a new plastic film with unusual strength, heat resistance and insulating qualities called Mylar. It is a polyester film chemically like Dacron polyester fiber and is said to be superior to all materials except mica in some insulation uses and in capacitor and condenser applications. The film is available now only for experimental purposes.

Kiddies, Teenagers Predominate In Audiences, Circuit Finds

MINNEAPOLIS—The younger element now predominate in theatre audiences in this territory. A study of the situation and survey by the Minnesota Amusement Co. reveal that, apparently, it's the middle aged and elderly folks who have deserted the showhouses in the larger numbers, or, at least, are remaining away.

The children and teenagers have been comprising approximately 35 per cent of the big Paramount circuit's patronage. This fact could be determined because there are special admission brackets for the youngsters under 12 and for teenagers between the ages of 12 and 18.

It's estimated by house managers that

Skiatron, D of J Huddle On Refusal of Films

WASHINGTON — Justice department attorneys have huddled with Skiatron, Krelger and Jorgensen about a forthcoming Skiatron protest over refusal of major film studios to supply films for the company's proposed subscriber television tests, it was learned Monday (21). Justice officials refused to comment, other than to admit that the case is getting some consideration, but it was recalled the D of J brought pressure to bear on the studios when Zenith was having trouble getting films for its Phonevision tests.

Patterson Killed En Route From Schine Hearing

BUFFALO — Judge Robert P. Patterson, former secretary of war, killed in the American Airlines crash at Elizabethtown, N. J., Tuesday (22), was on his way to New York after appearing in court here for Schine Chain Theatres, Inc.

Patterson left here shortly after Judge John Knight had signed an amended order in the Schine decree extending the time in which the circuit must dispose of 25 theatres to June 24, 1953. Patterson apparently made a last-minute change in travel plans. He had intended to return to New York via New York Central's Empire State Express, but instead got a seat on the plane which crashed with its 23 passengers and crew.

At the hearing, Patterson told the court that the circuit had been able to dispose of only 14 of 39 theatres ordered divorced. The extension orders the circuit to accept bids which, added to profits since last June 24, would be considered reasonable. One-third of the theatres must be sold by June 24 and two-thirds by December 24.

much of the bulk of the remaining adult patronage also constitutes what might be termed "young people."

This preponderance of "young people" in theatre audiences augurs favorably for exhibition's future, in the opinion of Harry B. French, MAC president. Also, he points out it's only in the children's and teenagers division that MAC theatres have shown attendance gains in 1951.

"The fact that there are gains in the youngster patronage is most encouraging to me," said French. "After all, these young people are passing up television to attend the theatres in the Twin Cities and nearby towns."

THE TWO
MOST
ELECTRIFYING
WORDS IN
SCREEN HISTORY!

VIVA
ZAPATA!

starring
MARLON BRANDO

Produced by DARRYL F. ZANUCK • *Directed by* ELIA KAZAN • *Written by* JOHN STEINBECK

There's No Business Like **20** Business!
CENTURY-FOX

20th-Fox Clinic Outlines Campaigns to Exhibitors

Photos on Page 16

NEW YORK—Television, as a competitor of motion picture theatres, has lost the element of novelty and must compete on the quality of entertainment. This, in effect, means that both distributors and exhibitors must make the most serious selling efforts to let the public know that the attractions in the theatres are to be better than what they can see at home.

This was the approach taken by Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, in stimulating more than 200 exhibitors and circuit representatives to do a top selling job at a merchandising clinic conducted this week (22) by 20th Century-Fox.

FOR BETTER PRE-SELLING JOB

The clinic was the first in a series to be conducted by the company to acquaint theatremen with upcoming product—particularly product which has been scheduled for later in the year and on which there is ample time to undertake full-scale advertising and publicity campaigns. The company has set its full schedule for 1952 on the premise that if the sales force and theatremen know what product is available and what materials have been provided for pre-selling a better all-around job will be done for individual films.

Most of the campaign presentations were dramatized in such a way as to stimulate enthusiastic reactions on the part of exhibitors for the top selling efforts requested. Trailers were shown along with slides of advertisements which had been prepared. Magazine materials were presented in color, and merchandising tie-ups which offer extensive local use were presented.

Al Lichtman, vice-president, opened the session by saying that two-thirds of the company's product has been completed for the 1952 season. Many of these will be delivered to exchanges six months in advance of release to provide for advanced exploitation.

INCREASE IN PRODUCTION

After pointing out that the number of pictures has been gradually increased in the past three years Lichtman said: "Our studio is fully aware of the score in the motion picture business today. In addition to working harder than ever before they are more careful in the selection of subjects and are all fired with a determination to succeed.

"Also, in distribution, the same spirit prevails. We are determined this year to do a better job than ever and work in full cooperation with our exhibitor friends."

Einfeld took over the program after Lichtman finished and went straight to the point by saying that the film industry has the problem of providing better shows, and so does television.

"We are making an effort to remove the blanket placed over regional showmanship by our government," he said. "Exhibitors cannot plan their showmanship under present conditions.

"We want to show you six months in advance so that you can select your pictures and

plan the efforts needed to sell them to the public. We hope to alert theatre management in advance. Imagine a television group not knowing a week in advance what a show was going to contain!"

As a sidelight on the television situation he said that he had been informed by an executive of one of New York's biggest department stores that radio sales are now exceeding television receiver sales.

"Our competitor has lost the element of novelty. Now that it must compete on the quality of entertainment, the thing for us to do is to make the most serious selling effort. Let the people know that your attractions are going to be better than what they can see at home.

"We have licked the problem of better productions.

"We must take another step. We must pinpoint right down to every theatre the need of selling."

Einfeld then pointed to large folders under the seats in the 20th-Fox projection room giving proofs of ads coming of stunts planned and already tested, and descriptions of novelty accessories which the company has been developing.

On "Decision Before Dawn" there were four different approaches in the ads.

Einfeld related that Macy's had chosen the film as the picture-of-the-month and would give it a two-page artistic spread which was shown on the screen. This ad, Einfeld said, will be available to exhibitors in cities where Macy's has no affiliated stores and where the stores do not compete with Macy's. Einfeld urged exhibitors to take advantage of this on a co-op basis.

Loew's Earnings for 1951 About Equal to 1950 Net

NEW YORK—Loew's, Inc., reports a net income of \$7,804,370, after depreciation, taxes and all other deductions, for the fiscal year ended Aug. 31, 1951, compared to a net income of \$7,854,454 for the previous fiscal year. The net income for 1951 included net credit of approximately \$754,000 due to reduction of prior year's depreciation charges while the previous fiscal year included \$808,020 profit after taxes realized from the sale of capital assets.

The 1951 figure is equivalent to \$1.52 per share while the 1950 figure is equivalent to \$1.53 per share.

Current and working assets Aug. 31, 1951 totaled \$113,948,402, compared with \$114,161,876 a year earlier, and current liabilities totaled \$26,685,286, compared with \$24,967,018, the previous year.

For the 12 weeks ended Nov. 22, 1951 of the current fiscal year, Loew's, Inc., shows net operating profit of \$2,932,987, before federal taxes, compared with \$2,090,127 a year earlier. After taxes and adjustments, net profit was \$2,089,339, equivalent to 41 cents per share, compared with \$1,994,954, equivalent to 39 cents per share, in the corresponding period last year.

U Board Meets, But No Action on Decca Deal

NEW YORK—The board of directors of Universal Pictures declared a quarterly dividend of \$1.0625 a share on the 4½ per cent cumulative preferred stock at its meeting Wednesday (23). It is payable March 1 to stockholders of record February 15.

Otherwise, the meeting was declared quiet, uneventful and productive of no news.

"Just routine business was discussed," a company spokesman said.

The statement occasioned some surprise in view of the attendance at the meeting of John Davis, managing director for J. Arthur Rank, owner of about 13 per cent of the stock, who was reported to have come here from London to gather additional details on the acquisition by Decca Records of an interest in Universal. Davis also was interested, it had been said, in conflicting reports that Decca would take over control of Universal and Universal would take over Decca.

Two days before the meeting, the Securities and Exchange Commission reported that Decca, owner of more than 10 per cent of Universal common stock, had bought 11,900 shares of the common in December, increasing its direct holdings to 263,700 shares. It also said Decca had reported direct holdings of 32,500 warrants to buy common stock.

3 Whopping Suits Filed: Ask \$27,022,371 Damages

BOSTON—A triple-damage antitrust suit has been filed in the first district court of Boston by Jean Campopiano, owner and operator of the Capitol Theatre, Lawrence, involving a total amount of \$23,000,000. The actions are made up of a main count for \$15,000,000, a second count for \$5,000,000 and a third for \$3,000,000. Campopiano, who is an attorney as well as an exhibitor, is handling his own case.

Charging conspiracy, monopoly and restraint of trade, the plaintiff alleges that he has been denied first run product for 15 years from all the majors with the exception of 20th Century-Fox, although the Capitol is a first run house.

NEW YORK—Two antitrust suits asking a total of \$4,022,371 damages of the major companies and charging conspiracy to monopolize second runs in Yonkers, N. Y., were filed in federal court here Wednesday (23). Yonkers Kent Corp. and Rojay Holding Corp. complained that the Kent Theatre was unable to get product between 1940 and 1948. Damages of \$1,044,955 are asked. Gormel Operating Corp., Terrace Theatre Corp. and H. W. Freedman complained they could not get product between 1925 and 1948, and asked damages of \$2,977,416.

IATSE Picks Minneapolis

NEW YORK—The general executive board of the International Alliance of Theatrical Stage Employees has selected Minneapolis as the scene of the 41st international convention next summer.

The convention will open August 4 at the Minneapolis Municipal Auditorium. Convention headquarters will be the Hotel Nicollet.

BIG EXCITEMENT!

"THE BIG NIGHT"

"YOUNG BARRYMORE, IN A TURBULENT, DEMANDING ROLE, CONVINCINGLY EARNS HIS RIGHT TO HIS FAMOUS NAME."

Crams an uncommon amount of character insight, originality and intense feeling, as well as the seedy realism of cheap, big city backgrounds in the small hours."—*Time*

"A mature, touching story skillfully directed. Barrymore turns in a youthfully ingratiating performance. The shocking opening scene finds him precipitated into a bewildered, drunken man hunt."—*Newsweek*



JOHN BARRYMORE, JR.

JOHN BARRYMORE, JR. in "THE BIG NIGHT"

Big...thru UA

At 20th-Fox Showmanship Clinic

Top exhibitors in the east were among those who attended the 20th Century-Fox showmanship clinic at which 1952 product was discussed and campaign materials were presented. Shown here are some of the guests at an informal get-together following the clinic.



Two veterans in exhibition—David Weinstein, head of Raybond Theatres, and Sam Rinzler, president of Randforce circuit—join in a story and food after the clinic.



Lou Kaufman (left) of Warner theatres chats with Arthur Silverstone, assistant general sales manager of 20th-Fox.



Two well-known exhibitors pose with 20th-Fox officials. Left to right: Charles Einfeld, director of advertising, publicity and exploitation; Joseph Vogel, theatre chief for Loew's, Inc.; Al Lichtman, director of distribution for Fox; Louis Schine, of the Schine circuit, and W. C. Gehring, executive assistant general sales manager.



Left to right: Oscar Doob and Ernest Emerling, Loew's theatre executives, with Eugene Picker, and Harold Rinzler, who is with the Randforce circuit.



Harry Goldberg (center), Warner theatres advertising chief, with Nat Feldman (left) and Lou Kaufman.



Left to right: Ben Weinstein, Raybond Theatres; Abe Dickstein, New York branch manager for 20th-Fox; Lou Wolf and Joe Ingbar of Brandt Theatres; and Lou Fishler, Cinema circuit.

The Finest Theatres In The Land Are Booking It!

SAN FRANCISCO... UNITED ARTISTS

WASHINGTON... AMBASSADOR & WARNER

PHILADELPHIA... MASTBAUM

ST. LOUIS... LOEW'S STATE

DETROIT... PALMS STATE

MILWAUKEE... WISCONSIN

BUFFALO... CENTURY

MINNEAPOLIS... RADIO CITY

Bette Davis first lady of the screen... and Gary Merrill kindle dramatic fire... in their first motion picture since the Academy Award winning "All About Eve"!



Emlyn Williams

"ANOTHER Man's Poison"

Douglas Fairbanks, Jr. and Daniel M. Angel present Bette Davis Gary Merrill - Emlyn Williams in "Another Man's Poison" also starring Anthony Steel (by permission of J. Arthur Rank Productions, Ltd.) with Barbara Murray - Reginald Beckwith - Edna Morris - Screenplay by Val Guest From the play, "Deadlock," by Leslie Sands - Produced by Daniel M. Angel Directed by Irving Rapper

HOUSTON... LOEW'S STATE

INDIANAPOLIS... R.K.O. GRAND COLUMBUS... R.K.O. MISSOURI KANSAS CITY... R.K.O. ORPHEUM

SEATTLE... LOEW'S LONDON, ONT... LOEW'S UNIVERSITY TORONTO... NORTOWN & CENTER

SALT LAKE CITY... CENTER ARRON... LOEW'S CANTON... LOEW'S COLONIAL READING... LOEW'S VALENTINE

NORFOLK... LOEW'S STATE

SPRINGFIELD, ILL... SENATE JACKSONVILLE... ST JOHN FT WAYNE... CLYDE

PROVIDENCE... MAJESTIC

MIAMI... CARIB MARIETTA & MIAMI WASHINGTON... LOEW'S REX NEWARK... LOEW'S REX

CINCINNATI... R.K.O. PALACE

WORCESTER... WARNER

Another BIG ONE thru UA

Branch Manager in Hospital, So Exhibitors Take Over

DALLAS—For the first time in motion picture history exhibition leaders in the exchange area will take over the duties of a distribution exchange branch manager, a week at a time, during the manager's hospitalization.

When it was learned that John J. Houlihan, branch manager for Republic Pictures, would be confined to a hospital for more than 12 weeks after a spinal operation, a hurried call to the COMPO Showmen of Texas executive committee meeting was held on January 22 at Town and Country restaurant. Claude C. Ezell, president of Claude Ezell and Associates, one of the largest drive-in operators in the country, presented the historic idea of inter-industry cooperation in support of Houlihan. The plan was enthusiastically and spontaneously adopted by unanimous acclamation and was worked out in detail as follows:

Each exhibition leader, beginning with Robert J. O'Donnell, will give his services for one week as active branch manager at the Republic exchange for the full time in which Houlihan will be in the hospital. The succeeding week's responsibilities have been enthusiastically volunteered by: Col. H. A. Cole, co-chairman with R. J. O'Donnell of Texas COMPO and chairman of the board of Allied Theatre Owners of Texas; Claude C. Ezell, C. C. Ezell and Associates; Phil Isley, Isley Theatres; H. J. Griffith, Theatre Enterprises; Julius Gordon, president of Jefferson Amusement Co.; Ed Rowley, president of Rowley United Theatres; Johnny Long, J. G. Long Theatres; Bob Euler, general manager of Tri-State Theatres, Henry Hall, Rubin Frels, Henry Reeves, president of TOA of Texas; Wallace Blankenship and Mart Cole.

Kyle Rorex, executive director of Texas COMPO Showmen, stated that Ezell had been named chairman of this special activity "which will serve to further cement the motion picture industry in Texas into a cooperative group exemplifying the finest attributes in the world of showmanship, including cooperation, heart-warming aid to those



John J. Houlihan

in trouble, and a realistic knowledge that the show must go on." Rorex also stated "remarks from various exhibition heads and other executives of COMPO in attendance at the meeting were typical of the big 'Heart of Texas.' The tremendous efforts of Houlihan last fall in heading distribution in the COMPO organization were recalled by those present, and reciprocation for these efforts only 'added fuel to the fire' of the idea."

In a telegram to Herbert J. Yates, president of Republic Pictures, Ezell stated: "In behalf of Texas COMPO Showmen, and members of the executive committee individually I wish to express myself as looking forward to a successful operation and speedy recovery of John J. Houlihan, who so wholeheartedly gave of himself last fall and was one of the mainsprings in enthusing and leading the distribution salesmen during the two weeks time given to the selling of COMPO. . . . No stone will be left unturned in the efforts of each exhibitor to surpass the results of his predecessor in the way of sales records in your fine organization."

To Jimmy Grainger, Ezell expressed himself: "We were happy in his success last fall as leader in the Jimmy Grainger Friendship drive, and he typifies the best in showmanship and a spirit of love and interest in his fellow industry workers. The idea of pinch-hitting for Houlihan by top circuit heads of exhibition caught the heartstrings of leaders in the area and a working idea was born."

Houlihan was due to go to the hospital on January 25 and "Bob" O'Donnell will take over responsibilities at the Republic exchange on January 28. O'Donnell stated "he's a great branch manager and this is a great idea."

Col. Cole said: "This is not an honorary proposition. Each one of us means business."

"I don't know of any better way to show our appreciation for John's wonderful leadership last fall," remarked Isley.

"I certainly want to be counted in," said Rowley, "and look forward to trying to fill Houlihan's shoes for a week. He has a fine organization."

Euler, Tri-State Theatres, "I may be serving as guest manager for a week, but I'll be in there pitching just as if it were my own business."

Two King Bros. Films for UA Release

HOLLYWOOD—United Artists will release two King Bros. productions during the current year. First to go into distribution will be the recently completed "Mutiny," costumer in Technicolor, which stars Mark Stevens and Angela Lansbury. This will be followed by "The Ring," which went into production last week.

Texas Drive-Ins Offer Easter Morn Services

DALLAS—Claude Ezell & Associates, which operate an extensive chain of drive-in theatres, will stage Easter sunrise services in every theatre in the circuit—and the idea may extend to all Texas drive-in theatres.

Al Reynolds, the circuit's general manager, said the plan has been approved by Texas COMPO Showmen and this organization will seek to stimulate Easter services in all drive-ins. Cooperation of church and civic groups will be asked. Paul Short of National Screen has been named to prepare trailers and other accessories for the circuit. Reynolds said the plan is to make available at the refreshment bar hot coffee, sweet rolls and orange juice due to the early hour of the service and as a convenience to those attending.

Nat'l Drive-In Show Scheduled March 4-6

KANSAS CITY—The second annual National Drive-In Theatre Equipment show and meeting of drive-in theatre owners will be held in conjunction with the spring convention of Allied Theatres of Kansas and Missouri in the Continental hotel March 4-6.

The convention has been moved up this year to provide an equipment show before the drive-in theatre season opens. Last year, outdoor exhibitors from 22 states attended the show and convention. Indications this year are that, despite NPA restrictions on construction, there is widespread interest in the show.

Joseph Stark, director of the show, said that there will be considerable emphasis on refreshment service equipment and on equipment which can be used to "dress up" outdoor theatres. The number of applications by manufacturers and suppliers for booths so far has been encouraging.

As was the case last year, a number of outstanding drive-in theatre owners will appear on the program to discuss various phases of the outdoor operation, Jay Wooten, Allied president, said.

Correction

NEW YORK—In the issue of December 29 BOXOFFICE printed an item under a Toronto dateline which stated that the J. Arthur Rank Organization of Canada had a net profit of \$830,000 for the fiscal year ending June 23, compared with a net loss of \$375,000 for the preceding 12 months.

Sydney Wynne, executive of J. Arthur Rank Organization, Ltd., London, writes:

"The story suggests that a number of figures quoted refer to the J. Arthur Rank Organization of Canada. In fact the figures are very garbled, but are based on the annual statement of accounts issued in this country (Great Britain) and principally concerning our companies operating here. So far as the Canadian organization is concerned figures have never been published, but as a matter of interest you will like to know that it has never made a loss."



SOON...from MONOGRAM!

R. L. Bostick Elected NTS Vice-President

MEMPHIS—R. L. Bostick, manager of the Memphis office of National Theatre Supply Co., has been elected a vice-president of National Theatre Supply.



R. L. Bostick

Bostick, former chief barker of Memphis Variety Club, will continue to live in Memphis but his new duties will make him supervisor of the company business in Atlanta, Charlotte, Dallas, New Orleans, Oklahoma City and St. Louis, as

well as Memphis.

Bostick is a graduate of Richmond academy and attended Georgia Tech under the cooperative course plan, working one month and going to school the next month. He worked the alternate months before his graduation in the shops at Georgia railroad.

Kenimer Succeeds Clark In Florida Theatres Chain

JACKSONVILLE—L. D. Netter, president of Florida State Theatres, this week appointed Guy Kenimer general manager of the circuit to succeed the late Jesse Clark. Kenimer entered theatre business after World War I and managed houses here, in Tampa and Atlanta for the S. A. Lynch and E. J. Sparks chains. He became city manager of Tampa upon the formation of Florida State and was later city manager here, then becoming a Florida State Theatres district manager and eventually assistant general manager.

Stanton Griffis Resigns As Ambassador to Spain

WASHINGTON—Stanton Griffis has resigned as ambassador to Spain after a year on the job so that he can return to business life. He has been ambassador to Poland, Egypt and Argentina.

Griffis is chairman of the executive committee of Paramount Pictures and is a partner in Hemphill, Noyes & Co., Wall street banking firm. He is expected to return to this country in February.

'Olympic Elk' Feb. 22

NEW YORK—"Olympic Elk," latest in Walt Disney's series of True-Life Adventures, will be released nationally February 22, according to Sid Kramer, RKO short subjects sales manager. A special pressbook is being prepared by S. Barret McCormick, director of advertising.

UA Release for 'Fighter'

NEW YORK—United Artists has acquired the release rights to "The Fighter" and will distribute it some time this year, according to Arthur B. Krim, president. It was produced by Alex Gottlieb from a Jack London story and stars Richard Conte, Lee J. Cobb and Vanessa Brown.

Men and Events

By JAMES M. JERAULD

Arbitration

PROMINENT on the agenda of the Theatre Owners of America board of directors meeting at Los Angeles January 28-31 will be the subject of arbitration. The Allied board will discuss the problem at Washington February 4-6. The Motion Picture Ass'n of America board is understood to have taken it up at the Miami meeting.

This brightens the prospects for an industry conference in February.

TOA has been in favor of arbitration for some time and it is understood that Herman Levy, general counsel, has prepared a general outline of a plan for board approval.

National Allied voted in favor of arbitration at the last national convention, held in New York, and since then Abram F. Myers has outlined his suggestions to members. Some Allied men want everything brought into the scope of arbitration, including film rentals, but the board will have to take formal action on this.

Some distributor attorneys have made it known that they are opposed to such a sweeping proposal. They have stated, however, that they will be willing to go into a conference whenever both national exhibitor organizations, plus the Western Theatre Owners, Inc. (formerly PCCITO), are ready to talk. Rotus Harvey says the WTO has been ready for some time, and he recently proposed that an early gathering be called, but Allied made it clear it could not act until the board had reached a decision.

How to reconcile conflicting ideas seems to be the remaining hurdle. There is no way of guessing how long this will take, but it is apparent that there is a widespread desire for an agreement for the first time.

Cut Shipping Costs

GENERAL use of non-inflammable film stock could save an enormous amount of money now spent on shipping. Henry Reeve hit upon a subject that is bound to attract widespread attention before the year is over.

A curious feature of this problem is the fact that so few people have studied it, or have done anything about it. Persistent inquiry is required to find out, even approximately, how many films are now going out on safety stock and in what kind of containers they are being placed.

The cans now used in interstate shipments were designed when all film was highly inflammable. If the present regulations prevent the use of plastics, plywood or cardboard, it might be a good time to find out how much of a job it is to change the regulations.

During World War II many shipments of 16mm film were in small cardboard boxes. Since the war there has been widespread use of the same type film and the same type shipments in many parts of the world, including the Near East, India, Asia and parts of South America, Australia

and New Zealand. Most of these go to remote areas. Apparently there is no reason why 35mm safety stock cannot be shipped in the same way.

Fast Newsreels

THE 20th Century-Fox decision to get out two weekly issues of fast Movietone News based on the latest headlines can prove to be an important experiment in the competition with television. The circulation will be limited at first.

For some time newsreels have tended to include magazine type material or interpretations of the news somewhat along the lines pioneered by March of Time. This makes them more interesting for subsequent runs, but robs them of immediacy for first runs.

The hope is that the new specials, about ten minutes long, will be able to compete with television, which uses film to a large extent.

A few years back special issues and fast coverage by newsreels were given considerable advertising and were considered important additions for a first run program.

RKO is showing renewed interest in shorts. After experimenting with special exploitation for the opening of "University Band" and "Touchdown Town" in Ann Arbor and Massillon the company found plenty of bookings on hand. How to stimulate interest in other subjects in the same way is now a topic of discussion at the home office.

New Calculator

AT the Massachusetts Institute of Technology there is a new calculating machine that will do everything except play "Home, Sweet Home" on a harmonica. It will add sums in 16 digits, complete calculations and return the answers 20,000 times a minute.

It ought to be great for audience reactions. It could count the chuckles, the heavy laughs, the light nose blowing in sad moments, the rustle when an audience is restless and come up with an estimate of the week's gross in less time than a manager could straighten his tie.

New Theatres, Attendance Increase in Canada

OTTAWA—According to government report on theatre operations in 1950 the number of film houses in Canada totaled 1,801, compared with 1,731 at end of 1949. Tables released January 21 showed aggregate grosses were up 7 per cent to \$82,708,000 while additional amusement taxes fell by similar percentage to \$11,445,000, making more than \$93,000,000 spent by Canadians for film entertainment.

The number of paid admissions increased 1 per cent to \$231,747,000, but the report showed only 30 per cent of potential capacity of all theatres was utilized on the average.

BIGGER THAN
WAKE of the RED WITCH
**FAIR WIND
TO JAVA**

DYNAMIC OUTDOOR DRAMA
MINNESOTA
TRUCOLOR BY CONSOLIDATED

THE
**WILD BLUE
YONDER**

Story of the B-29
Superfortress!

**HOODLUM
EMPIRE**
A BOB CONSIDINE
STORY

*It will be a
Happy New Year
for
Exhibitors everywhere
from Republic
in*

BAL TABARIN

Featuring the Famous
BAL TABARIN Can-Can Dancers!

JOHN FORD'S
THE
QUIET MAN
JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD
Color by TECHNICOLOR

1952

REPUBLIC PICTURES CORPORATION

GOBS and GALS
Starring the famous
international comedy team
**GEORGE AND BERT
BERNARD**

JUDY CANOVA
QUEEN OF THE COWGIRLS
OKLAHOMA
ANNIE
TRUCOLOR BY CONSOLIDATED

LADY POSSESSED
JAMES MASON
JUNE HAVOC

FLIGHT NURSE
FIRST TRUE STORY OF
THE AIR FORCE
ANGELS!

THE ALAMO
Starring
JOHN WAYNE

THE LIFE AND LOVE
OF STEPHEN FOSTER
SONG OF YOUTH
starring
RAY MIDDLETON
TRUCOLOR BY CONSOLIDATED

THRILLING
TRUE MAGAZINE STORY
TOUGHEST MAN
in
TOMBSTONE
starring
VAUGHN MONROE

Famous Best Seller!
JUBILEE TRAIL
TRUCOLOR BY CONSOLIDATED

GEORGE MARSHALL'S
Great Production
MAN FROM TEXAS
TRUCOLOR BY CONSOLIDATED



Jack Cohn, vice-president of Columbia Pictures, speaking at an Ampa meeting honoring the National Cartoonists society. Others on the dais, left to right, are: Marjorie Harker, Ampa secretary and publicity head of March of Time; Harry K. McWilliams and Jimmy Dunn, nationally syndicated cartoonist.

Advertising-Publicity Folks Mark Ampa's 35th Birthday

Group Currently Planning to Open Classes in Advertising, Publicity, Exploitation to Train New Industry Manpower

By FRANK LEYENDECKER

NEW YORK—The Associated Motion Picture Advertisers, or Ampa as the organization is known to everyone in the film industry, will celebrate its 35th anniversary in 1952 with a record of always fulfilling its original purpose—to promote a larger and more friendly relationship between the people of the advertising and publicity craft.

In addition Ampa has always been active in aiding its members to advance in the industry and, in 1952, the organization is exploring the feasibility of establishing classes for a course in motion picture advertising, publicity and exploitation to train new manpower for the industry.

At present, this course is planned in the most general of terms, but Harry K. McWilliams, the current president, who is also exploitation manager of Columbia Pictures, has contacted the various advertising and publicity heads for their suggestions as to the subject matter which could be included or methods through which this subject matter should be presented to the students.

The course, as now planned, would consist of a two-hour evening session once a week—for a ten to 15-week period. Tuition would be nominal, not exceeding \$15. Each session would be led by a leading figure in the motion picture advertising field and each would have as guest lecturer an authority in the particular field under consideration.

A question-and-answer period would follow the formal portion of each meeting and would enable the student to pin-point the evening's subject matter to his own particular needs and experiences, according to present plans.

Ampa, which started with 26 charter members in 1917, can now boast a membership of 200, the largest number in its history. The organization has always given sorely-needed help to the advertising and publicity men of the industry, especially through the Ampa Relief fund, which was started in the early 1940s. The proceeds of Ampa's Silver Jubilee dinner at the Hotel Edison, April 4, 1941, were set aside for the Relief fund. Another purpose of Ampa, according to the original charter, is "to reform innocent abuses relative to the business of advertising motion pictures and to diffuse accurate and reliable information concerning the standing of persons engaged in, and with reference to the conditions, customs and usages of the profession of motion picture promotion, as well as affecting and relating in general to the motion picture industry."

On its 20th anniversary in March 1936, Ampa gave a Movie Studio party and Naked Truth dinner at the Hotel Astor which will long be remembered by its members as a high spot in hilarity. The elaborate and profusely illustrated souvenir booklet contained signed humorous articles by Arthur James, Ampa's first president; Lou Guimond, then associate

editor of BOXOFFICE; Milton Silver, Herb Berg, Charles Einfeld, Jose Schorr, James Cunningham and Jack Harrower. All except James and Guimond are alive and active in the industry.

The souvenir booklet for the 30th anniversary dinner, April 23, 1947, a "Salute to the Presidents of Our Industry," carried a greeting from President Truman and brief biographical sketches of Barney Balaban, Robert S. Benjamin, Joseph Bernhard, Nate Blumberg, Steve Broidy, Harry Cohn, Arthur B. Krim, N. Peter Rathvon, Edward C. Raftery, Nicholas M. Schenck, David O. Selznick, Spyros P. Skouras, Harry H. Thomas, Harry M. Warner and Herbert J. Yates. The majority of these are still active as presidents of major companies and the balance are producing independently.

BIG YULETIDE PARTIES

Among the other social functions of Ampa, the annual Christmas parties are looked forward to by most members. At the most recent, December 1951, there were door prizes of elaborate gifts, donated by the various film companies and allied firms, for practically every one of the 200 guests attending.

The organization was formed in 1917 by a handful of men who had been the publicity committee of the old Motion Picture Board of Trade at a meeting in the Hotel Claridge, then one of New York's leading hostels.

The organization's first president was Arthur James, who died in 1946, and he was followed by P. A. Parsons. In between Parsons and McWilliams, the presidents were: Paul Gulick, Paul Lazarus sr., C. L. Yearsley, John C. Flinn, Victor Shapiro, A. M. Botsford, Glendon Allvine, Walter Eberhard, Bruce Gallup, George Harvey, Edward Klein, Michael Simmons, Edward Finney, Hal Horne, Flinn for the second time; William R. Ferguson, Gallup for the second time; Gordon White, Ralph Rolan, Paul Lazarus Jr., Leon J. Bamberger, Vincent Trotta, Louis Pollock, Trotta for the second time, Maurice Bergman Martin Starr, David A. Bader, Rutgers Neilson, Arnold Stolz and Max E. Youngstein.

VARIETY IN MEETING PLACES

Ampa has held its luncheons in many places in the Times Square neighborhood since that first meeting at the Hotel Claridge. From there, Ampa went to the Hermitage, then Keen's Chop House, Cafe Boulevard, Janssen's, Hotel Lincoln, the Blue Ribbon, Hotel Edison, Hotel Paramount, Hotel Dixie, Sardi's, the Motion Picture club, Toots Shor's, the Hickory House, Hotel Bristol, the Town Hall club and Hotel Piccadilly, scene of the most recent meetings.

In addition to McWilliams, the current Ampa officers are: Charles Simonelli, Universal-International publicity head, as vice-president; Lige Brien of United Artists, as treasurer, and Anita McGee, secretary. The board of directors is composed of McWilliams, Brien and Miss McGee in addition to Blanche Livingston, Miriam Brandon Moses, Rutgers Neilson, Vincent Trotta and Gordon White, the last three past presidents of Ampa.

David A. Bader, Chester Friedman of BOX-OFFICE and Jacques Kopfstein are the board of trustees and Mort Blumenstock, Howard Dietz, Steve Edwards, Charles Einfeld, David A. Lipton, S. Barret McCormick, Arthur Schmidt and Max E. Youngstein are on the advisory council.

Thus Ampa continues to march forward in its 35th year.

IT'S **BIG** PARAMOUNT **BOXOFFICE** ACTION!

Flaming Feather

Color by
Technicolor

Nat Holt's standout outdoor hit with something *different* added. Danger-defying camera crews scaled precipitous canyons to film its exciting story of the pioneer heroes who subdued the last savage Arizona cliff tribes...

Trade boys so impressed they tag it:

"STRONG BOXOFFICE!"
—Showmen's T. R.

"TOP BUSINESS!"
—Boxoffice

"RATES HIGH!"
—Film Daily

"RICHLY SATISFYING!"
—M. P. Herald

Starring
STERLING HAYDEN • **FORREST TUCKER** • **ARLEEN WHELAN** • **BARBARA RUSH** • **VICTOR JORY** • **RICHARD ARLEN**

with **EDGAR BUCHANAN** • Directed by **RAY ENRIGHT**

Story and Screenplay by **GERALD DRAYSON ADAMS**

Additional Dialogue by **FRANK GRUBER** • Produced by **NAT HOLT**



Paper Lauds Film Industry For 'Hitting Back' Stand

DES MOINES—In an editorial titled, "Censorship by Epithet," the Des Moines Tribune applauded the other day what it called "the motion picture industry's decision to hit back." The Tribune cited the court fight in California between Producer Stanley Kramer and the wage earners committee as "the first round." The editorial noted that the picture industry "long has been the target for continuous pressure and abuse."

"Kramer has slapped a one-million-dollar libel suit on the committee for picketing his picture, 'Death of a Salesman,' and for charging him with being 'notorious for his Red-slanted, Red-starred films.' This action is being supported by Hollywood's three leading producer organizations. Each has declared it will continue to buck the efforts of any group that attempts to set itself up as a motion picture censor."

"We hope the producers are able to stick to their resolve. With Hollywood touching on more and more controversial themes, the number of toes being stepped on is increasing all the time. If Hollywood is to progress away from the pat formulas of the past, it will have to be prepared to combat the prejudices of all sorts of groups."

"Some segments of the entertainment industry, unfortunately, are finding it easier to succumb to pressure. In New York, Philip Loeb has been dropped from the television show, 'The Goldbergs', because of his liability to the sponsor. In this case, his merely being listed in a privately compiled anti-Communist publication was enough to get Loeb fired."

"In these troubled and suspicious times, there is an almost irresistible push toward conformity. We hope the action of the Hollywood producers is a sign our creative industries will not be completely caught in the swirl."



Truman Foresees Rise In Theatre Grosses

WASHINGTON—President Truman has confidence that motion picture theatre business is going to improve.

In his budget, presented to Congress this week, the President estimated that revenues from federal admission taxes will rise in the next year.

The budget foresaw receipts of \$375,000,000 from collections on admissions, other than to cabarets and roof gardens and similar places, during the 12 months ending next June 30 (fiscal year 1952). Actual Treasury receipts from this source during the 12 months ended last June 30 were \$346,500,000. The budget looked for a still further jump in receipts during fiscal 1953, to \$366,000,000.

The State department's overseas information and education program would be increased all down the line under the budget with an increase to \$10,600,000 for fiscal 1953 asked for the overseas film program. Actually appropriated for fiscal 1952 was \$10,225,230.

The budget asked for a large increase from \$929,036 to \$1,131,339 for administration of the Federal Communications Commission broadcast bureau, due to the imminent lifting of the freeze on new applications for television stations.

Zanuck, Associates Plan To See 'Zapata' Open

NEW YORK—Darryl F. Zanuck, John Steinbeck, Elia Kazan and Marlon Brando, who contributed largely to the production of "Viva Zapata," 20th Century-Fox film, will attend the opening at the Rivoli Theatre here February 7. Zanuck is the company's head of production, Steinbeck wrote the screen play, Kazan directed and Brando played the title role. The picture was filmed in Texas with Jean Peters starring opposite Brando. Others in the cast are Anthony Quinn, Joseph Wiseman, Arnold Moss, Alan Reed, Margo, Harold Gordon, Lou Gilbert and Mildred Dunnock.

Existence Is Threatened Of British Finance Co.

LONDON—Observers in the industry here see the National Film Finance Corp., which has financed producers, as dying a slow death. The Conservative government is said not to favor special aid to one group, especially in times of financial stress, and it is doubtful if any more funds will be appropriated to the NFFC. What will happen to the small amount remaining in its treasury also is in doubt. The consensus is that it won't be allocated to producers but eventually recovered by the chancellor.

NPA Grants Permits To Ten Theatres

WASHINGTON—The National Production Authority on Monday (21) revealed that it had turned down requests for permission to construct seven drive-ins and five standard theatres during the first quarter of 1952. Permission was granted to three drive-ins and three standard theatres where no allocations of scarce metals were involved and one theatre of each type was able to go ahead because of being declared exempt from the regulations. One standard theatre was given allocations of scarce metals to permit building.

In addition, one standard theatre gained permission for relocation and one standard theatre was denied permission to remodel.

The Monday announcement covered NPA construction-application actions not previously revealed, and completes the listing of NPA actions with respect to the first 1952 quarter.

Approved with allotments of scarce metals:

Quinter, Kas.—Wesley Bolen, standard theatre, \$35,000.

Approved, but no allotments necessary:

Brentwood Islip, L. I., N. Y.—Fifth Avenue. Bay Shore Drive-In, Inc., drive-in, \$38,000.

Haines City, Fla.—Floyd Theatres, standard theatre, \$29,750.

Higginsville, Mo.—Paul D. Neal, relocate theatre, not given.

Luray, Va.—Page Theatres, drive-in, \$15,000.

Midland, Tex.—J. Howard Dodge, standard theatre, \$62,000.

Richland Center, Wis.—Muscodia Theatre, drive-in, \$26,900.

Wichita Falls, Tex.—Burlington-Lee & McMahon Theatre, drive-in, \$55,000.

Declared exempt from the regulations:

Cornell, Wash.—August Aubert jr., standard theatre, \$47,000.

Ruckersville, Va.—M. F. Weaver, drive-in, \$10,500.

Applications denied:

Birmingham, Ala.—Birmingham Theatre Operating Co., standard theatre.

Carter Lake, Iowa—Oscar C. Johnson, drive-in.

Coleman, Tex.—Roland Duus, drive-in.

Comanche, Tex.—J. V. Carter jr., drive-in.

Cumberland, Md.—Crystal Park, drive-in.

Eau Gallie, Fla.—Brevard Theatres, drive-in.

Gonzales, Calif.—A. Bautista, standard theatre.

Minot, N. D.—Minnesota Amusement Co., standard theatre.

Painted Post, N. Y.—Ryan Bros., drive-in.

Pennington Gap, Va.—Ellis Clark, standard theatre.

Runnede, N. J.—Vincent Avellino, remodel standard theatre.

Sacramento, Calif.—McMahon & Ford, standard theatre.

Tampa, Fla.—W. E. Hammer, drive-in.

Heavy Promotion in Work On 'Quo Vadis' Album

NEW YORK—The MGM Records promotion department supervised by Sol Hanwilder is tying up outlets for publicizing the "Quo Vadis" album, a series of records of actual music used in the picture. The company has distributed 8,000 dummy covers of the album in two sizes, one for 78 rpm and the other for 45 rpm. Tape streamers have been supplied music shops for booths and windows, and they are also being used on automobile bumpers.

About 150,000 theatre ticket envelopes have been imprinted for distribution, and 18,000 one-sheets that advertise the album have been printed. The posters note that records are available in 33 1/3 rpm as well as the speeds mentioned above. Snipes are being prepared for posting over the imprint on the one-sheet, so that the same posters can be used in a number of theatres.

A SPECIAL
SERVICE FOR
EXHIBITORS...

THE BOOKING OF THE WEEK

... DESIGNED
TO HIGHLIGHT
CURRENT AND
CHOICE PRODUCT

MAN IN THE SADDLE

THINGS YOU'LL WANT TO KNOW

TYPE OF STORY:

Epic Western.
Color by Technicolor

CAST:

Randolph Scott
Joan Leslie
Ellen Drew
Alexander Knox

RUNNING TIME:

87 minutes

HIGHLIGHTS:

Topping all of Scott's previous productions in star, action and story power! Knox leads gang of colorful killers! Red-head Joan Leslie battles Ellen Drew sizzling for Scott! Savage hand-to-hand battle fought 10,000 feet above the sea! Record-star Tennessee Ernie sings. Produced on spectacular scale from Ernest Haycox's great story! "Will have audience on edge of seats!" (M.P. Herald)

RELEASE DATE:

In release

DISTRIBUTOR:

Columbia

SAMPLE
NEWSPAPER
AD

COLUMBIA
PICTURES
presents

RANDOLPH SCOTT

heading a great cast in the
biggest western Technicolor
spectacle in years!



MAN IN THE SADDLE

COLOR BY *TECHNICOLOR!*



with
JOAN LESLIE • ELLEN DREW
ALEXANDER KNOX
RICHARD ROBER • JOHN RUSSELL • ALFONSO BEDOYA

Screen Play by KENNETH GAMET • Based upon the novel by Ernest Haycox • A SCOTT-BROWN PRODUCTION • Produced by HARRY JOE BROWN • Directed by ANDRE DE TOIT

AFM Studio Musicians Win 15% Pay Boost

NEW YORK—The American Federation of Musicians and eight major producers have reached an agreement on a two-year contract granting a 15 per cent wage increase and other benefits to musicians employed by the major studios. The joint announcement of the contract terms was made at Miami by James C. Petrillo, AFM president, and industry leaders following two consecutive night meetings ending January 19.

The 15 per cent wage hike, subject to federal wage board approval, affects some 600 to 800 year-round staff musicians and hundreds of other musicians who answer studio calls for part-time employment.

The new contract, effective January 15, continues the terms of the prior agreement under which the musicians reserve rights in the reuse of musical sound tracks for subsequent television sale and distribution. The television rights were not the subject of the negotiations in Miami, according to Petrillo.

Under the new contract, it is provided that no increase shall exceed \$18.50 per week. Recording sessions of more than six continuous hours draw a penalty of one hour's pay and all recordings done after midnight will be at time and a half.

Musicians currently employed as staff members were "frozen" until January 1953. Contract musicians will be offered new contracts 30 days before expiration of their previous contracts. A non-playing orchestra manager, receiving not less than scale for a sideline musician, will be hired for any recording session using five or more musicians. Orchestra managers for smaller groups will receive not less than \$2 per musician employed and copyists shall receive time and a half for work in excess of eight hours.

Record Bookings Sought For Disabled Vet. Film

NEW YORK—More than 16,000 bookings are sought for "One Who Came Back," a Disabled American Veterans short subject, by Ben Kalmenson, national DAV distribution chairman. His hope is to exceed the marks set by previous DAV films.

Local exchange area chairmen are:

Nate Dickman, Monogram, Albany; H. Russell Gaus, Loew's, Atlanta; Hutton Taylor, RKO, Boston; Dave Miller, Universal-International, Buffalo; Al Duren, Paramount, Charlotte; Tom Gilliam, 20th Century-Fox, Chicago; Joseph Rosen, 20th-Fox, Cincinnati; Irving Follard, Republic, Cleveland; Mark Sheridan, 20th-Fox, Dallas; R. C. Hill, Columbia, Denver; Gerald McGlynn, Loew's, Des Moines; Milton Zimmerman, Columbia, Detroit; G. R. Frank, Paramount, Indianapolis; Russ Borg, Warner Bros., Kansas City. Also, Fred Greenberg, Warner Bros., Los Angeles; Norman J. Colquhoun, Columbia, Memphis; Jack Lorentz, 20th-Fox, Milwaukee; C. J. Dressell, RKO, Minneapolis; G. Reardon, Universal-International, New Haven; George Pabst, United Artists, New Orleans; Ben Abner, Warner Bros., New York; Ralph B. Williams, RKO, Oklahoma City; I. M. Weiner, Universal-International, Omaha; Norman Silverman, Republic, Philadelphia; F. J. Guehl, Universal-International, Pittsburgh; Al Oxtoby, Warner Bros., Portland; Harry Haas, Paramount, St. Louis; Gifford Davison, RKO, Salt Lake City; Neal East, Paramount, San Francisco; Eddie Lamb, RKO, Seattle; Jerry Adams, Loew's, Washington, D. C.; Robert Dunbar, Warner Bros., Jacksonville, and Harold Laird, Republic, Tampa.

Krumholz Is Cornell Ad Head

NEW YORK—Sam J. Krumholz, formerly with Offset Reproductions, has been made advertising manager of the Cornell Film Co., producers and distributors of 16mm educational, religious and entertainment films.



COPPER SAVERS

In the New Haven area exhibitors and projectionists are enthusiastically supporting the drive to save copper drippings. The proceeds of the sales go to Variety Tent 31 heart fund activities. Shown here, left to right: John E. C. Kelly, president of projectionists Local 273; W. G. McIlwain, manager of National Theatre Supply, and J. Wylie, chairman of the Variety Club heart fund.

U-I Has a Record Backlog: 22 Films Await Release

HOLLYWOOD—A total of 22 completed pictures, 12 of them in Technicolor, reposed in U-I's studio vaults at the beginning of the new year, giving the company the largest backlog in its history. All are destined for release during the fiscal year ending October 31.

The completed Technicolor entries: "Bend of the River," "The Cimarron Kid," "Flame of Araby," "The Treasure of Lost Canyon," "Steel Town," "The Battle at Apache Pass," "Has Anybody Seen My Gal," "The World in His Arms," "Scarlet Angel," "The Duel at Silver Creek," "Bronco Buster" and "Son of All Baba."

Black-and-whites completed: "Meet Danny Wilson," "Francis, Racket Buster," "Ma and Pa Kettle at the Fair," "Here Come the Nelsons," "Finders Keepers," "Hear No Evil," "Red Ball Express," "Lost in Alaska," "Ma and Pa Kettle Go to Paris" and "Francis Goes to West Point."

New 'Whispering Smith' Gets RKO Release

NEW YORK—RKO will release "Whispering Smith vs. Scotland Yard" in the U.S. and Canada, according to Ned E. Deplinet, president. It was made by Julian Lesser for Royal Productions in association with Exclusive Films and stars Richard Carlson, Greta Gynt and Rona Anderson. Francis Searle directed. The film was based on a Saturday Evening Post series by Frank H. Spearman. The release date has not been set.

100 Detroit Houses Start Big Campaign

DETROIT—A group of 100 Detroit houses have united in a promotional campaign worked out in cooperation with the Detroit Free Press, through Helen Bower, film editor, on the New Faces theme. A similar campaign was run a year ago, naming new screen possibilities and introducing them to the film public in the same paper.

The campaign was extended from three to four weeks, with a full week of promotion introducing the event to build public interest. Details were worked out through the leadership of United Detroit Theatres, under Alice Gorham, director of exploitation.

A one-half page was devoted to introductory material, with 20 pictures of new faces in the Sunday (13) paper. Actual running of the New Faces series started January 20, with a different face and brief biography running each day.

A contest for the public was the kickoff event—a chance to vote for the favorite New Face, together with a statement in up to 25 words on "What Motion Picture Entertainment Means to Me." Prizes include \$250, \$150, \$50, and 20 prizes of \$5. The winner of the balloting will be invited to the Motor city for a special Meet Your Fans party.

Tri Art Color Laboratory Processes Canadian Film

NEW YORK—"The Royal Journey," the film record of the recent visit to America of Princess Elizabeth and the Duke of Edinburgh, is the first picture to be shot in the new Eastman Kodak three-color process and processed locally by the Tri Art Color Corp., laboratory in New York. The prints were delivered and finished in one week and the 52-minute featurette is now playing in 30 theatres throughout Canada.

The new laboratory, which occupies four floors of a Times Square building, is now equipped to process films within 48 hours after shooting, according to Al Young, president of Du Art Laboratories, the parent company. It can also handle color newsreels, he said, and the laboratory has a capacity for 25,000,000 feet per year and can handle both 16mm and 35mm reels.

'African Queen' Praised By Nat'l Review Board

NEW YORK—"The African Queen," S. P. Eagle production in Technicolor for United Artists release, was described as an "almost perfect picture" and given starred selected features rating, the top honor of the National Board of Review, in the weekly guide to selected pictures.

"Room for One More" (WB) and "Daughter of the Sands," French-language picture released in the U.S. by Discina International, were given selected features rating.

WB to Tradeshaw 'Retreat'

NEW YORK—Warner Bros. will nationally tradeshaw "Retreat, Hell," a United States Pictures production starring Frank Lovejoy, Richard Carlson and Anita Louise, February 8. The picture will be nationally distributed February 23.

What Do You Hear From "The Lavender Hill Mob"

This Is What We Hear!



15th week Fine Arts, New York

10th week Plaza, Washington



10th week Vogue, Kansas City

8 weeks World, Philadelphia

7 weeks Surf, Chicago



7 weeks Exeter, Boston

4th week Squirrel Hill, Pittsburgh

3rd week Mercury, Buffalo



3rd week Cinema, Detroit

3rd week Guild, Cincinnati



"The ALEC GUINNESS in Lavender Hill Mob"

with STANLEY HOLLOWAY

Produced by Michael Balcon • Directed by Charles Crichton

Original Screenplay by T. E. B. Clarke

Associate Producer Michael Truman

An Ealing Studio Production

A J. Arthur Rank Organization Presentation

A UNIVERSAL-INTERNATIONAL RELEASE

Hollywood Report

By IVAN SPEAR

20th-Fox Purchases Rights To 'My Book and Heart'

It's seldom that a feature with a spiritual and or religious motif falls at the boxoffice (witness: "David and Bathsheba," "Stars in My Crown," et. al), which fiscal record is a motivating factor in 20th Century-Fox's decision to lens a sequel to last season's "I'd Climb the Highest Mountain," the story of a circuit-riding preacher in Georgia, which was one of the company's top grossers in hinterland areas.



Henry King

Accordingly, the studio has acquired "My Book and Heart," a new tome by Cora Harris, who authored "Circuit Rider's Wife," from which "Mountain" was made. Further, the team of Writer-Producer Lamar Trotti, Director Henry King and topliners Susan Hayward and William Lundigan is being reassembled for the new picture, which will be produced in Technicolor . . . Benagoss Productions, the independent unit headed by Henry R. Benjamin, has scheduled its newly purchased "The Hidden Heart," by Larry Marcus, as its second film venture to be made abroad. Marcus will prepare the screenplay and Rudolph Mate will direct. The initial Benagoss picture, "The Green Glove," starring Glenn Ford, is due for early distribution by United Artists; however, releasing arrangements for "Heart" have not been set . . . A Vera Caspary original, "Happy Days Are Here Again," went to Paramount, which will film it as "a cavalcade of America concerning one family with a special musical background." No producer, director or thespian assignments have been made . . . Max Murray's Saturday Evening Post serial and subsequent novel, "The Neat Little Corpse," was purchased by Pine-Thomas Productions for filming as "Jamaica Run," an entry on the unit's four-picture Technicolor slate for Paramount. Arlene Dahl was handed the starring assignment and Lewis R. Foster will write the screenplay and direct.

Upswing in Production Noted Among the Independents

The early weeks of the new year were marked by a substantial upswing in the picture-making tempo planned by independent production units.

American Pictures, headed by Albert Zugsmith and with Aubrey Wisberg and Jack Pollexfen as a producing-writing team, will quadruple its schedule during the year, according to plans outlined by Zugsmith and the company's treasurer, Peter Miller. Already completed are "3,000 A. D.," a science-fictioner, and "Sword of Venus," both of which have been set for distribution through RKO Radio. Next on the docket, with releasing arrangements not yet set, is "City Beneath the Sea," while "Invasion, U.S.A." is in preparatory stages. The latter, which

United Artists will distribute, was written by Robert Smith and Franz Spencer, and will be produced by Smith and Zugsmith with U.S. civil defense cooperation.

Also on the docket are Wisberg's "One Woman's Story," planned for lensing in Spain; an original by Steve Fisher; and an Arabian Nights fantasy to be photographed in color.

Meantime Max Rosenberg, president of Classic Films, arrived from his eastern headquarters to finalize organizational plans for Classic Productions, a picture-making subsidiary, in charge of which are George Moskov and Richard Barth. The latter also is Classic's west coast sales head. An initial schedule of six exploitation features is planned for 1952, for distribution through Classic's own branches, the first venture to be "Divorce Racket."

Alex Gottlieb Gets Rights To Billy Rose Stories

Contributing further to the industry's new-found interest in multi-sequence features, Independent Producer Alex Gottlieb has obtained rights from



Alex Gottlieb

Columnist-Impresario Billy Rose to make a four-part picture based on short stories selected from the output of Rose's typewriter. To be called "Billy Rose's Broadway Tales," the photoplay will have different directors for each unrelated sequence and three or four star names in each. Richard Conte and Lee J. Cobb, now starring in Gottlieb's "The Fighter," have already been set for the new venture.

Gottlieb won't get around to "Broadway Tales" until July, however, since—after completion of "The Fighter"—he will launch "Abbott and Costello Meet Captain Kidd" late in February as an independent entry for Warner release.

Other episodic ventures include Metro's "It's a Big Country," completed and due for early release; "Three Love Stories," now in work at the same studio; "Actors and Sin," made by Ben Hecht for United Artists distribution, and 20th Century-Fox's "We're Not Married" and "The Full House," both of which are currently before the cameras.

Gary Cooper, Cornel Wilde Assigned Warners Roles

Casting morsels during the period were highlighted by a pair of assignments at Warners. At the Burbank studio Gary Cooper was set to star in "Springfield Rifle," upcoming historical western, and Cornel Wilde was booked to portray Major Peter Ortiz, World War II marine hero, in "The Fighting Marine" . . . The loanout division found Robert Ryan about to trek from RKO Radio to

MGM Completes Cartoons Seven Months Ahead

History was made in the animated cartoon field when Fred Quimby, major domo of MGM's pen-and-ink output, revealed that the company's entire 1951-52 schedule has been completed and shipped to exchanges—a full seven months ahead of time.

Quimby stepped up the production pace last summer, and as a result all cartoons due until September 1, end of the fiscal year, already are in the company's branch offices.

Included are 15 "Tom and Jerry" cartoons as well as seven others starring various animal characters.

Universal-International for the topline in "Texas Man," while Producer Samuel Goldwyn gave the nod for Metro to borrow Farley Granger for one of the sequences in Leo's trilogy, "Three Love Stories" . . . Character comedian James Gleason joined the cast of 20th Century-Fox's "We're Not Married" . . . As his 1,000th screen role, Jack Mulhall stepped before the cameras in Columbia's serial, "Blackhawk." He began his screen career in 1913 at the Thomas Edison studios in the Bronx, and played the first talking picture dual role in "The Spy."

Robert Z. Leonard Starts His 70th Megging Job

Movie milestones department: Robert Z. Leonard, just handed the directorial assignment on MGM's "Everything I Have Is Yours," thus undertakes his 70th piloting job since beginning his megging career in 1916. This was preceded by six years as an actor, Leonard having entered the business in 1910 . . . Option hoists were the order of the day for Producer-Director Joseph Kane at Republic and Megaphonist Joseph Newman at 20th Century-Fox. To Kane's slate were added "The Great A-Bomb Robbery" and "City That Never Sleeps," while Newman's next will be "Pony Soldier" . . . Scrivening activity showed a marked increase in tempo. Going on the Metro payroll to develop his original comedy, "You For Me," was William S. Roberts; Orin Jannings is penning "Broadway Revisited" for Warners; Charles R. Marion went to work on "The Rose Bowl Story" and Gerald Schnitzer began developing "Arabian Knights," both for Monogram.

Milton Pickman Becomes V-P of Wald-Krasna

For ten years an artists' representative and manager both here and in New York, Milton Pickman has severed his connection with the Felix Ferry-Milton Pickman agency to join Wald-Krasna Productions, Inc., as a vice-president. He will handle thespian scrivening and directorial commitments on W-K films for RKO Radio . . . After six years with the company, Barney Gerard checked out as a Monogram producer, with the disclosure that he will announce a new affiliation after a brief vacation. During his Monogram tenure Gerard made five "Bringing Up Father" comedies based on the George McManus comic strip.

In the Newsreels

Movietone News, No. 7: New York hails Captain Carlsen; Churchill's speech to joint session of Congress; latest films of Korea war; blizzard buries passenger train.

News of the Day, No. 241: Welcome home for Carlsen; snowbound train rescued; spotlight on Kefauver; Costello wins mistrial; queens on parade; Churchill's speech stuns Congress.

Paramount News, No. 44: A hero's homecoming—Carlsen captures New York City; Winston Churchill addresses Congress; passengers removed from snowbound train.

Universal News, No. 527: California snow storm; Churchill's speech; Red prisoners-of-war; Carlsen hailed in New York.

Warner Pathe News, No. 46: America hails hero Carlsen, Churchill addresses Congress; rescue 222 from snowbound streamliner; Korea—UN prisoner-of-war camp meets Geneva rules; West Germany ratifies Schuman plan; New York beauty champ in ballet battle.

Movietone News, No. 8: Africa volcano in violent eruption; Los Angeles digs out of the mud; snowbound train finally freed; army B-25 crashes on guard house; big plane lifts 100,000; film notables attend Communion breakfast in New York; sports—Olympic skiers in tryout meet, American girl fights bulls, ice boats.

News of the Day, No. 242: Floods and blizzards sweep northern California; violence grows in Suez; France mourns famous general; ROK veterans welcomed to U.S.; volcano erupts in Congo; thrilling finish in Hialeah opening; Olympic warmup; Texas girl turns bullfighter.

Paramount News, No. 45: Winter Olympics preview—Illinois and Switzerland; Woodbridge, N. J.—Captain Carlsen; Arkansas—Pender quads; Paris—General DeTassigny's funeral; floods in south California; Denver—wild west moves indoors.

Universal News, No. 528: British round up Suez terrorists; rain and snow cripples west; plane crash in Sacramento; African volcano erupts.

Warner Pathe News, No. 47: California digs out from biggest snow; British troops round up the Suez terrorists; Churchill bids goodbye to Washington; Paris—DeLattre buried with martial rites; Belgian Congo—volcano erupts; Boston—Germann wins mile in K of C meet; Fox River Grove, Ill.—Norge ski meet; Hialeah, Fla.—they're off at Hialeah.

Telenews Digest, No. 3B: Churchill's address; Paris—a hero dies; Niemoller tells of Moscow visit; winter snows trap the streamliner City of San Francisco; \$5,000,000 of American aid is to go to India; Frank Costello is free after contempt trial deadlocks; Italy—ballet on blades.

Telenews Digest, No. 4A: California—weather goes wild; Paris—who could replace Ike? Liberia—president inaugurated; England—a princess goes a-hunting; Mexico—bullfight.

Eastman's Texas Chemical Plant Starts Operating

ROCHESTER—Production has been started in the huge new chemical plant of Eastman Kodak on the Sabine river near Longview, Texas. Twenty-two of 28 buildings have been completed.

The plant is operated by Texas Eastman Co. and will produce raw materials for the Tennessee Eastman Co., including ethyl alcohol and derivatives of normal butyraldehyde and isobutyraldehyde.

The new plant is a part of a \$225,000,000 development project of the company aimed at making it self-sufficient on raw materials, according to Thomas J. Hargrave, president.

Westrex Sells Air Force Film Recording Systems

NEW YORK—Westrex Corp. has sold 23 Western Electric single-film newsreel recording systems with accessories to the Department of the Air Force, Wright-Patterson air force base, air material command, Dayton, Ohio. Each consists of microphones, amplifier-noise reduction unit, power unit, modulator and interconnecting cables.

Two-Men-in-a-Booth Law Challenged In Massachusetts Supreme Court

BOSTON—Massachusetts exhibitors are eagerly awaiting the decision of the state supreme court in a test case brought by three local members of Independent Exhibitors, Inc., the New England unit of National Allied. The exhibitors, representing Flint Theatre of Fall River, Inc., Community Playhouse of Wellesley, and the Telepix Cinema, Inc., brought a friendly action against the commissioner of public safety to determine the validity of some of his regulations requiring two licensed operators in a booth.

The suit was initiated after a committee on industry improvement, appointed by the board of directors of Independent Exhibitors, had made an extensive study of film fire experiences in a nationwide survey of motion picture theatres. The study showed that the hazard of nitrate film fires under conditions existing during the past 15 years were so good that they compare very favorably with any other class structure. This is especially true since the advent of safety film.

The full bench of the court heard arguments on January 10 between Richard Wait of Choate, Hall & Stuart, attorney for the exhibitor plaintiffs, and the assistant attorney-general, William Kinney, representing the commissioner. Kinney argued that cellulose acetate film is combustible as a matter of fact as well as a matter of law. Wait argued that while safety film is combustible as a matter of fact, as is iron combustible as a matter of fact, that he is concerned only with whether it is "combustible as a matter of law." Kinney also argued that Judge Forte in the lower court did not have the authority to refer this matter to the state supreme court for advisory opinions and that the matter was not the subject for a court of equity. Wait gave the opposite arguments.

The present hearing covers only one phase of the case, in which the regulations for nitrate film are being applied to safety film conditions. A decision from the supreme court is expected in the early spring.

LETTERS

Criticizes Coverage by Newsreel

To BOXOFFICE:

What's wrong with the newsreels?

I note that the above has been the subject of much pro and con for some time past and, just recently, Oscar Morgan of Paramount has issued a booklet on the subject.

However, I feel the full and complete answer can be found by anyone who looks at Pathe News, No. 43. The contents of the sheet listed "The Enterprise in Tow," graphic scenes at sea, etc. I hopped right to it with extra inches in my ads, figuring I would give my patrons a thrill they could never get from television—actual scenes of one of the greatest news events of all time on my giant screen. Boy, what coverage I would receive! The reels would go all out on this for sure. It consumed a total of 45 feet or one-half minute of screen time. It was so short anyone in the audience who turned to sneeze would have missed the Enterprise entirely. This was the coverage given what is surely one of the most dramatic and thrilling stories of the past few years. The entire newsreel ran for a grand total of 605 feet or less than seven minutes.

What's wrong with the newsreels—ouch!

A PENNSYLVANIA EXHIBITOR.

Objects to Ads That Counteract Goodwill

To BOXOFFICE:

We ran your article in our local newspaper about the Manhattan, Kas., theatres' comeback after the flood. Again this week, we are running the article you have in your December 29 issue on Movie Stars in Korea trying to build up goodwill for our theatre.

Then the next thing, we see a full-page ad in a nationally known magazine showing five male movie stars together in a whisky ad—drinking whisky.

It breaks down everything we have tried to do to build up goodwill for the Hollywood

stars. I take a drink myself, but I don't have a picture of myself taken in a bar and run it in the local paper.

Surely the money they receive from this kind of advertising is not worth it. What do you think?

E. D. NASH

State Theatre,
Jackson, Minn.

Christophers to Present Awards in Hollywood

HOLLYWOOD—For the first time in the organization's history, the Christophers—Catholic study group—will present their annual awards for motion picture and video achievements in the film capital. Heretofore an eastern affair, the presentation dinner this year will be held locally February 14 at the Beverly Hills hotel.

Totaling \$25,000, the awards are broken down as follows:

\$10,000 to the producer, director and writer of "an important and successful motion picture."

\$5,000 to the author of "a significant best-seller."

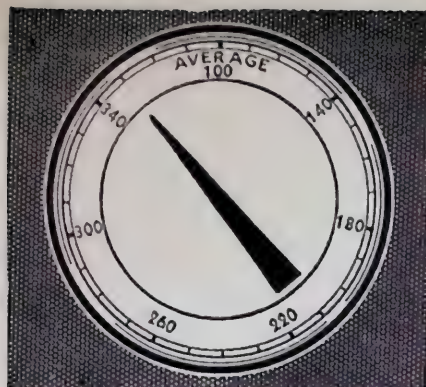
\$3,000 to the producer, director and writer of "an outstanding television production."

\$2,000 to the writer of "a newspaper story of unusual merit."

\$2,000 to the author of "a magazine article reflecting a high sense of values."

'Blue Veil' Is Honored

HOLLYWOOD—"The Blue Veil," a Wald-Krasna production for RKO Radio, has been given an award of merit by the Southern California Motion Picture council. The organization is affiliated with the National Screen council, which each month selects the picture which is the recipient of the BOXOFFICE Blue Ribbon award.



BOXOFFICE BAROMETER

This chart records the performance of current attraction in the opening week of their first runs in the 20 key cities checked. Pictures with fewer than five engagements are not listed. As new runs are reported, ratings are added and averages revised. Computation is in terms of percentage in relation to normal grosses as determined by the theatre managers. With 100 per cent as "normal," the figures show the gross rating above or below that mark.

	BALTIMORE	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Angelo (Scalera)	120			120		200			100					95	105					40	111
As You Were (LP)	80							100	100	100	95			95							95
Barefoot Mailman, The (Col)	98		70					100	55											75	80
Big Night, The (UA)	90			100				100	90			75							100		93
Bright Victory (U-I)	100		100	110		100			100			100		90	120		105		175		110
Callaway Went Thataway (MGM)	110	90					85	150	55	80	115		95		105	95				80	96
Corky of Gasoline Alley (Col)								100	60	80		200		95		100			100	100	104
Decision Before Dawn (20th-Fox)	110	120	115	100	125		150					125		115	130					125	122
Distant Drums (WB)	135	135	115	90	130	200	125	200	60	150	200	140	140	95	125	145		140	150	170	139
Double Dynamite (RKO)	110	115	110	120	110					80	150				150	100		80	100	80	109
Elopement (20th-Fox)	105	115			115	115	85	125	65	110	100	90	100		120	80		70	100	100	100
Finders Keepers (U-I)	85											100		90					100	100	95
Flame of Araby (U-I)	101	100	90	95	90			110	90				100		110	95		80	165		102
Flight to Mars (Mono)	97			85		85			100									55	100		87
Girl on the Bridge, The (20th-Fox)						65		100	55	100		100		95				55			81
Harlem Globetrotters, The (Col)			85					85	90	85	80		95						90	100	89
I'll Never Forget You (20th-Fox)	100	95						100	55			90			105						91
I'll See You in My Dreams (WB)	110		120	115	160		105			100	130	150			125						124
Lavender Hill Mob, The (U-I)		225		115					90		300	150			125						168
Longhorn, The (Mono)						85	100	100	100	100		100		90				95	100	97	
Magic Face, The (Col)	97		85	110	90			100	90				90	45	120	95	100		125	96	
Man in the Saddle (Col)	100		110	95	95	90			140		70	110	125						90	103	
Man With a Cloak, The (MGM)	100	75	110	95	60	65	95	100	75	90	80	100	85	100	110	95	95		150	65	92
Mob, The (Col)	101	105	95	110	110	130		150	90	100	120	100	100	125	115	105	150		150	135	116
My Favorite Spy (Para)	121	100	125	105	150		75	130	120	100	130	130	110		150	130			135	140	122
Native Son (Classic Pictures)	105								140			150	105	140	110		105		90		118
Of Men and Music (20th-Fox)		115	90	110		90	90		130		100	110	90		130		175		165	90	114
On Dangerous Ground (RKO)	102	85	95		110						90							95	100		97
Raging Tide, The (U-I)	101	95	75	95	75	105		100	50	45	95	100	75	100					150	65	88
River, The (UA)		200				200		350				175	120		125		200				196
Saddle Legion (RKO)	95							75	100	80						90					88
Silver City (Para)	102	85	90		85				85	75		50	125						100		89
Smuggler's Gold (Col)		100		100	100			100	75		100		95	100		100	105		100		98
Son of Dr. Jekyll, The (Col)	102		85	100	80	150		100	100	85	100	100		92		90			110		100
Street Bandits (Rep)		100		90				100	90	100	80										93
Ten Tall Men (Col)	110		110	90	150		85		120			200		110	130		115	130	200	190	134
Texas Carnival (MGM)	110	135	115	105	120	90	100	225	125	115	160	110	95	170	100	110	135	135	175	125	128
Weekend With Father (U-I)	97	85	90	95	100			150			100	100	95	90				75		125	100
Well, The (UA)		80	80	110					130			140	100		105		155	65	160	70	109
Westward the Women (MGM)	125					115	90	255	140			180	110	85	110					150	136
Wild Blue Yonder, The (Rep)	104	80	80		100			140	90		85		125	45	110	190			120	85	104

TOP HITS

— OF —

THE WEEK

Individual runs, not an average.
Pictures with less than five runs
do not appear in the chart above.

1. The River (UA)
Denver350
2. Ten Tall Men (Col)
Los Angeles200
Seattle150
3. Decision Before Dawn (20th-Fox)
Denver150
4. The Lavender Hill Mob (U-I)
Los Angeles150
5. Westward the Women (MGM)
Seattle150
6. The Greatest Show on Earth (Para)
New York145

NOW!

BIGGER · BETTER · FINER

The Always-Popular

MODERN THEATRE

MONTHLY EQUIPMENT SECTION

•
MORE PAGES

MORE PICTURES

MORE PRODUCTS

MORE NAMES

MORE TERRITORY

MORE INFORMATION

•
*Improved in Every
Way — Appeals to
Every Exhibitor in
Every Location.*

LET the new Modern Theatre section of BOXOFFICE open new vistas for you—new ways to better profits and real satisfaction from being an exhibitor!

More illustrations . . . more features . . . more ideas on building, decoration, lighting, refreshment service — as well as protection, maintenance, etc.

The Modern Theatre is the outstanding leader in the increasingly important field of theatre betterment — a vital subject in these days of higher and higher costs. Let it serve you.

BOXOFFICE

The Exhibitors' Favorite Tradepaper

Dezel Gets 15 Rank Films

NEW YORK—Albert Dezel has closed a deal with Allied Films Corp. to distribute 15 J. Arthur Rank pictures through his Chicago and Detroit exchanges. The Carnegie Theatre, Chicago, began showing "Caesar and Cleopatra" Friday (18).

Miss Caron on Quick Cover

NEW YORK—Leslie Caron, who appears in "An American in Paris," has become the third MGM star in a month to appear on the color cover of Quick magazine and be the subject of an article. The issue dated January 21 featured her.

Theatre Construction, Openings and Sales

CONSTRUCTION:

Decatur, Tex.—Jim Miller, local theatre manager, will start work soon on a drive-in just west of Sunset Hill, to be known as the Sunset Drive-In. Its opening is planned for April.

Kansas City, Kas.—W. D. Fulton, operator of the Avenue and Electric theatres here, as well as other theatre properties, has started construction on a 1,000-car drive-in at the junction of highways 32 and 132 near here.

Killeen, Tex.—Ace Clary plans to open the Rancier Drive-In in March, the most elaborate in this part of Texas.

Opp, Ala.—The Dixieland, a 300-car drive-in, is being constructed here by Bill Ward, Dan Page and Ches Gaultney, all of Opp, Route 3, and John Young of this community. It is to open for business in early February.

Osage City, Kas.—Leroy Hitchings and wife are building a 320-car drive-in here, to be operated by Mrs. Hitchings. An April opening is planned.

Socorro, N. M.—George Frantz will look after the building of a 250-car drive-in here.

SALES:

Festus, Mo.—H. E. Miller, owner of the Miller Theatre, has purchased the Hiway Theatre in Crystal City, Mo., from T. L. Dickson.

Johnstown, Pa.—The Park Theatre building was sold recently by Paul and Ernie Panagatatos to Harry L. and Ida Rose Diamond and is being converted into a drug store.

Madison, Wis.—The Badger Outdoor Theatre near here has been purchased from J&M Enterprises by Madison 20th Century Drive-In Corp.

Boxoffice is better
when patrons hear

Voice of the Theatre
REG. TRADE MARK

Loudspeaker Systems



161 Sixth Avenue
New York 13, N.Y.

9356 Santa Monica Blvd
Beverly Hills, Calif.

AVAILABLE FROM THEATRE SUPPLY DEALERS THROUGHOUT THE WORLD

2 ways to look at it... from a side seat!

CYCLORAMIC CUSTOM
SCREEN
GIVES YOU "CENTER SEAT VISION"
From every seat in the house!
Eliminates glare and distortion!... Gives amazing new depth!
Perfect sound transmission!... No perforations!

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Book
'Em
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"MOM and DAD"
"SHE SHOULD SAID NO"
"WHY MEN LEAVE HOME"
"PRINCE of PEACE"
"ONE TOO MANY"
"SIDE ROAD"

Home Offices: **HALLMARK PRODUCTIONS, Inc.**
HALLMARK BLDG., WILMINGTON, OHIO

Branch Offices: BEVERLY HILLS, CALIF. • CHICAGO • CLEVELAND •
TORONTO • MEXICO CITY • AUCKLAND • SYDNEY • SINGAPORE • HONG KONG
CALCUTTA • KARACHI • CAIRO • ATHENS • ROME • PARIS • LONDON •



CLEARING HOUSE

(Continued from inside back cover)

BUSINESS STIMULATORS

Bingo with more action, \$3.50 thousand cards. Also other games. Norelly Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Giveaway New 1952 car. No cost to theatre, towns 5,000 population or over. Merchant Advertising tieup. Interstate Theatre Service, 1115 East Armour, Kansas City, Missouri.

Comic books available as premiums, giveaways at your kiddie shows. Large variety, latest newsstand editions. Comics Premium Co., 412B, Greenwich St., N. Y. C. Publications for premiums (exclusively) since 1930.

Bingo die-cut cards, 75 or 100 numbers, \$3.50 per M. Premium Products, 339 W. 44th St., New York 18, N. Y.

Why suffer? Replace your worst nights with big boxoffice receipts, in advance! Costs theatre nothing, makes many new patrons! Successful showman will personally disclose plan in letter for \$5. Money back if it doesn't produce! Charlie Poorman, 640 March Chunk, Pottsville, Pa.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, \$26.70; 10,000, \$7.80; 2,000, \$4.95. Each change in admission price, including change in color, \$3 extra. Double numbering extra. F.O.B. Kansas City, Mo. Cash with order. Kansas City Ticket Co., 109 W. 18th St., Kansas City, Mo.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row" Kansas City 8, Mo.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

THEATRICAL PRINTING

Window cards, programs, heralds. Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE *Showmandiser* SECTION

PRACTICAL IDEA

All in Step

Maybe it's a coincidence, maybe it is an indication of things to come during 1952, but it's been a long time since so many of the film companies have had large-scale merchandising plans a-brewing simultaneously.

Twentieth-Fox played host to about 150 exhibitor representatives at the home office last week. The theatremen heard constructive suggestions for improving their service to patrons and received assurances that the company's sales force will help promote coming 20th-Fox product.

At MGM, a Promotion of the Month showmanship contest was announced which means \$6,000 in cash for theatremen who engage in local merchandising campaigns during the coming months.

Paramount released what appears to be a record number of national tieups to spearhead a campaign for "The Greatest Show on Earth."

RKO launched an impressive regional campaign for a re-release of "Snow White and the Seven Dwarfs" in the New England territory.

Universal-International invited about 100 representatives of the press and radio to Portland, Ore., where they witnessed a spectacular promotion of the premiere of "Bend of the River."

Columbia sent the star of "The Barefoot Mailman" through the southern states to ballyhoo that picture, and Warners brought its stars into the field to put over "Distant Drums" and "I'll See You in My Dreams."

United Artists is girding itself for a banner year in which the exploitation department will again intensify its promotion activities.

The impact of the combined resources of the industry are thus a hundredfold more potent than when eight or ten companies bang away individually and separately and at different times. If each company will sustain the present surge of merchandising, and exhibitors will line up with the same determined and aggressive effort in local sales activity, 1952 should see a return to the high-water mark of patronage indicative of a prosperous and thriving industry.

—Chester Friedman

Adaption of Mock Premiere Idea Adds New Interest to 'Starlift'



A campaign for "Starlift," patterned after a mock Hollywood premiere reported recently in BOXOFFICE, captured the imagination of Syracuse, N. Y., theatre patrons and pushed receipts for the picture above normal at the Paramount Theatre. The campaign was developed by Manager Charles Graziano with excellent cooperation from students of dramatic arts at Syracuse university.

Graziano worked with the university faculty, the Little Theatre group and the New Vic Players, enlisting talent several notches above the amateur status of "stars" who appeared at the original Ogdensburg "premiere."

The schedule called for an array of star doubles to appear opening night of the picture with the usual fanfare, lights and excitement of a real Hollywood premiere.

As an added feature, Graziano promoted nearly \$300 in gifts from Star Vacuum stores as prizes to participants who did the best impersonations of the stars they represented. The prizes were displayed in advance in two cases placed on the sidewalk in front of the theatre with a 40x60 announcing the premiere.

Seven new Nash Ramblers, supplied by an

auto dealer, brought the stars to the theatre which was brightly lighted and decorated for the occasion. A motorcycle escort for each car added another note of distinction to the pageant. An ROTC contingent and color guard was also in the procession which formed on the university campus and drove to the theatre.

Lobby interviews with the "stars" preceded the stage activities. Advance radio publicity which mentioned the opening night festivities included 20 gratis plugs over WFBL and announcements for five days on WHEN-TV. In addition, disk jockeys played records of stars who appear in the film production and gave the theatre credits. The lobby broadcast was taped and played several times during the current playdates by Bob O'Donnell on his record show over WSYR.

In support of the theatre's regular advertising, Star Vacuum stores used two co-op ads in the daily papers announcing the premiere, a beauty parlor used star heads of Doris Day with picture and theatre credits in its regular display advertising, and both daily papers and three foreign language papers used stories and art on the picture.

Outline for Promoting Motor Car Patronage

Drive-In Managers Find Effective Advertising Methods By Concentrating on Car Owners and Adapting Standard Promotion Formulas of Conventional Theatres.

Since 1945 about 3,000 outdoor theatres have been opened. The impact of the collective capacity of these operations has made notable impression on the habits and tastes of the entertainment-seeking public. The drive-in not only succeeded in taking away a portion of the patronage which formerly was gobbled up by the conventional theatre, but it has created a new audience among thousands of families where obtaining baby-sitters was a problem and where the cost of admission for an entire family presented a handicap which the budget could not surmount.

Creating the new audience was not an easy task. Problems in booking, the quality of available pictures, the high cost of advertising in metropolitan newspapers and familiarizing the public with attractions the new type of theatre had to offer by way of specialized service and comfort were just a few of the difficulties the management of these theatres had to contend with. The strangeness of the operation itself to the showmen who came in to manage the drive-ins and their own unfamiliarity with advertising and promotion in this field were severe drawbacks in the beginning.

There was no standard formula or procedure for advertising and promoting drive-ins except those which had been used in conventional houses and many of these were partially or wholly unsuited for the new kind of entertainment theatre.

The new-style showmen, many drawn from the ranks of the conventional theatres, began to develop their own techniques. Without attempting to list them in the order of their importance or strategic value, some of the

most effective means of promoting drive-ins are newspapers, road signs, house programs, mailing devices and truck displays and signs.

Some of the effective promotion ideas which have stimulated business are children rides, money giveaways, amateur and other forms of talent presentations, and free children admission where the youngsters are under 12 years of age. Buck nights, introduced in various locations, whereby an entire carload of people were admitted for one dollar plus the tax on admissions, generally have been opposed by both distributing companies and conventional theatre operators for obvious reasons.

Drive-ins are usually located on highways outside the city or corporation limits. Many are located between communities so as to provide a wider drawing range, making it necessary for the operator to advertise extensively in several localities. The immediate problem which confronts the manager of a new enterprise is to familiarize car owners with the exact location and means of reaching the theatre. For this purpose the campaign announcing the opening of the drive-in usually includes a map of the location and the highways and routes by which it can be reached. All advertising literature should contain this at-a-glance aid. Managers report that maps are especially effective when they are pocket-size.

The opening campaign concentrates on selling the features of the open-air theatre. The elimination of baby-sitters, bottle warming services, free amusement for the youngsters prior to the start of the show, dress-as-you-are, relaxation in privacy and the cool comfort of the outdoors, no parking worries,

WELCOME to
50 EAST
DRIVE-IN
THEATRE

Open House

WE INVITE YOUR INSPECTION OF THE PREMISES AND BUILDINGS OF YOUR NEWEST MOVIE-THATRE.

IT HAS BEEN PLANNED AND BUILT FOR YOUR OUT-DOOR ENTERTAINMENT WITH YOUR COMFORT AND CONVENIENCE UPPERMOST IN MIND.

THE PROJECT IS NOT ENTIRELY COMPLETE BUT WHEN OPEN SATURDAY, JUNE 3RD, WE SINCERELY BELIEVE IT WILL BE ONE OF THE MOST MODERN AND FINEST DRIVE-IN THEATRES IN THE MIDDLE WEST. WE HOPE YOU WILL LIKE IT.

PLEASE FEEL FREE TO "BROWSE AROUND", CALL ON ANY OF US HERE FOR INFORMATION OR ASSISTANCE ON THIS TOUR.

ENJOY THE MUSIC—FROM YOUR CAR—JUST AS YOU WILL THE MOVIES YOU SEE AND HEAR ALL SUMMER.

DRINKS AND ICE CREAM ARE AVAILABLE IN THE REFRESHMENT BUILDING SNACK BAR.

THANK YOU
The Management

(See Other Side)

The Hi-Way 50 East Drive-In, Washington, Ind., invited the public to an open house to familiarize the local citizenry with the unique services of the new outdoor theatre. The herald above and newspaper ads were invitational format.

etc., are incorporated into each phase of the initial selling program.

A list of auto owners obtained from the county clerk frequently provides an effective mailing medium, and where this is not available, the distribution of heralds or circulars in parked cars will get the message across to car operators.

One of the most prodigious users of special literature and promotion for exploiting a drive-in is Pearce Parkhurst, manager at Lansing, Mich. Thousands of pieces of advertising matter are dispensed each week during the season in every conceivable form. Regular newspaper advertising is too expensive for the theatre budget so two years ago, Parkhurst launched his own weekly publication as a supplement to the Holt Recorder. The newspaper publishes a four-page section each week called the Lansing Drive-In Theatre News. All editorial content, ad makeups, etc., is done by the theatre manager. The cost is offset by merchant ads he solicits personally. To all intents and purposes the section is part of the regular paper and most of the four pages contain display ads and publicity material for the theatre attractions.

Matchbooks imprinted with institutional copy are put out by the thousands in Lansing. Annual calendars and monthly program calendars are distributed throughout the area. Radio receives an allotment from the weekly ad budget and is supported by gratis tie-in plugs which Parkhurst promotes regularly.

Some of the other gimmicks which Parkhurst has put out to keep his theatre fresh in the minds of the public are windshield wipers (napkins with special imprint), blot- ters, memo pads, pencils and innumerable contests imprinted on special heralds. No two circulars look alike; he uses a diversity of sizes, color stock and formats and distributes

FOR YOUR ENTERTAINMENT
PITTSFIELD 3 8433

COMING ATTRACTIONS

HALLS OF MONTAZUMA

THE MAN WHO CHEATED HIMSELF

BOGART THE ENFORCER

Bill Mauldin's Up Front

The Mudlark

FOR YOUR ENTERTAINMENT
PITTSFIELD 3 8433

Berkshire
DRIVE-IN THEATRE

GREAT BARRINGTON

DONLOP'S
Men Club Lounge

Brookline's Fur Shop
231 North St., Pittsfield
29 Eagle St., New Adams

MODEL DAIRY, Inc.
83 Orange St.
Pittsfield

Connet Jeweler's, Inc.
214 North St.
Pittsfield

New England Farm Corp.
173 North St.
Pittsfield

BRIDGES & FOGS, Inc.
301 East St.
Pittsfield

Go to OPENING
Berkshire
DRIVE-IN
THEATRE
SUNDAY
MARCH 25th

REMEMBER!
THE "DRIVE-IN"
WAY IS THE
PERFECT WAY
TO GOOD
ENTERTAIN-
MENT FOR
THE ENTIRE
FAMILY!
Think of
the Advantages!
NO PARKING WORRIES
NO CROWDING - UP
NO EARLY SITTING

This is one side of an eight-page accordion-fold program which heralded the opening of the Berkshire Drive-In near Pittsfield, Mass. Merchant ads helped theatre budget. Map pin-points location of the drive-in.



Concession supply trucks servicing Moto-In Theatre, Visalia, Calif., are posted with signs plugging theatre's screen attractions.



Thousands of these cards were distributed as direction guides for car owners when the Sky Drive-In Theatre opened near Adrian, Mich.

large quantities so that impact attends each device.

A stage built directly under the screen tower provides the means for presenting live talent as entertainment for patrons. Fireworks on the Fourth of July, flowers to women on Valentine's day and other stock promotions provide a ready lure on special holidays to get extra patronage.

The screen also is used to full advantage in attracting added patronage. Parkhurst regularly books spook shows which are put on at midnight. He sets a cartoon show of about a dozen color cartoons as added bait for the adults as well as the youngsters.

TICKETS TO NEWCOMERS

Eugene Cole, manager of the Jackson (Mich.) Drive-In, is another showman who goes in for voluminous quantities of special heralds and circulars. Cole designed a clever gadget that was coveted because it offered recipients a handy calendar and the year's baseball schedule for the Detroit Tigers. Folded so that the schedule was inside, it was as large as a regular business card. The calendar was imprinted on the back while the front carried an institutional message advertising the drive-in.

Cole scans the local news columns and mails a guest ticket to every new resident who moves into the area as a get-acquainted offer. Parents who receive a stork visit are likewise on the receiving end of a friendly letter and a guest invitation to bring baby to the movies.

Being located near an important railroad terminal, there are many railroaders who are subject to work call at any hour. Cole introduced a page service for the convenience of these workers which is similar to the paging service conventional theatres offer professional people.

PROMOTES FREE FLOWERS

The Jackson Drive-In provides free flowers to mothers on Mother's day and takes advantage of other holiday dates to promote extra patronage as well as good relations with the public.

When the Rock Hill (N. Y.) Drive-In opened, publicist Dave Kane arranged a succession of special activities to get free newspaper space which was instrumental in building up healthy patronage from the outset. A group of western singers appearing on a radio show were promoted as live entertainment, their popularity bringing many families to the new operation. A gas range was promoted as a giveaway and a horse show was presented on the grounds through a reciprocal tieup.

At right, inaugural program heralding opening of the Delmar (Del.) Drive-In was an attractive 16-page brochure incorporating all the special features and services that go with outdoor movies, road map and drivers' direction chart.

The local newspaper was worked into the deal, assuring plenty of free space for the horse show.

Jue Goldberg opened the Lake Park Theatre at Fond du Lac, Wis., and promoted a 60-page souvenir program with almost 40 pages of paid advertising.

R. E. Vaughan, manager of the Motor-In Theatre, Visalia, Calif., regularly gets the merchants in the area to sponsor full-page ads plugging his shows. Vaughan also has banners announcing his features on the rear of trucks which supply the concession stand with merchandise.

When A. J. Kalberger opened the Hi-Way 50 East Drive-In near Washington, Ind., he held open house for the public with an invitation to the public to inspect the facilities and conveniences on the day before opening. Circulars were mailed to urban and rural home owners throughout the territory and half page "Opening" ads commanded attention in the newspapers.

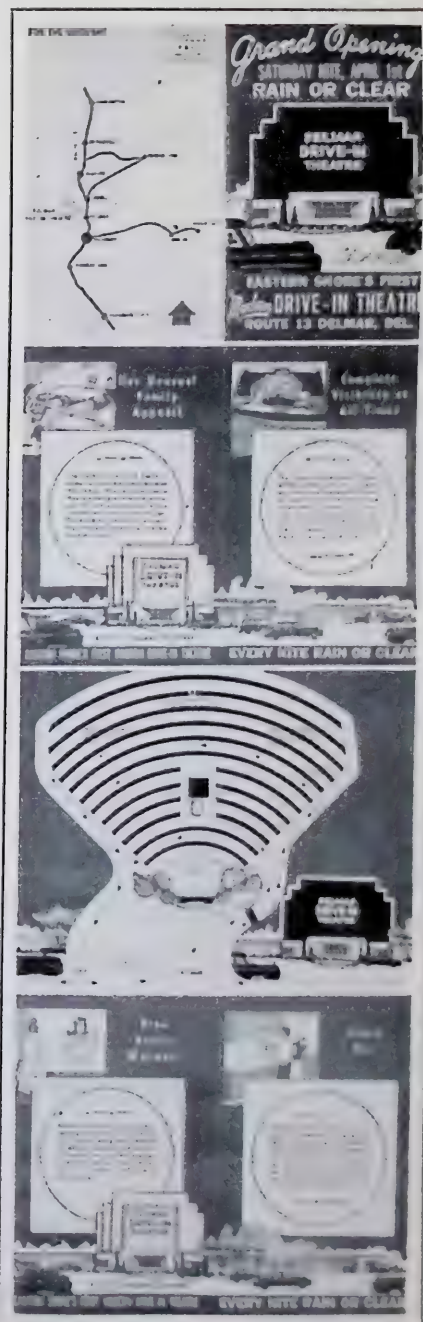
Evan Thompson, manager of the Berkshire Drive-In, Pittsfield, Mass., last fall promoted many valuable prizes which were awarded to patrons in honor of the third anniversary of the theatre's opening. Merchants contributed cash so that every patron received a small token. The big draw was a savings bond.

Hudson Edwards, manager of the Hi-Way 80 Drive-In, Savannah, Ga., is another showman who has earned the confidence of the merchants. Several times each year, Edwards develops a full-page newspaper co-op because of this friendly relationship and each time the effort pays off in increased attendance.

Slowly but surely, as drive-in exhibitors learn which media are most effective for selling their shows, advertising and exploitation are becoming more and more important in the general scheme of operation.

Dance Precedes Trailer

John Havens, manager of the Capitol Theatre, Pittsfield, Mass., engaged a local talented dancer to entertain audiences with a specialty dance number three days prior to the opening of "Starlift." She was presented just ahead of the trailer for "Starlift" as a special promotion stunt for the picture.



Stencil Signs on Sidewalk Direct New Haven Folk to 'Callaway'

Utilizing pressbook suggestions for "Callaway Went Thataway" gave the College Theatre in New Haven excellent grosses during Christmas week. The campaign put on by Manager Sid Kleper featured a name-the-horse contest sponsored by the New Haven Journal Courier, with a top prize of \$10 and theatre guest tickets awarded to winners.

An attractive lobby setpiece was made up of a 12-foot cutout of Dorothy McGuire perched atop a radiator ledge. The figure was tagged with a giant Christmas card reading, "Our Christmas gift to you, etc."

Merchandising stills of Fred MacMurray were used as the basis for window, counter and co-op ad tieups with men's shops. Stills of Dorothy McGuire produced newspaper co-ops and window displays in beauty salons.

Two thousand special heralds were distributed, some to stores, a quantity to Yale University students, and left in automobiles parked in downtown lots and on the streets. Restaurants and milk bars were supplied with imprinted dillies plugging the picture play-dates.

A radio campaign saturated the local area with picture plugs on station WBIB and WYBC, and a tune identification contest promoted in cooperation with station WELI yielded innumerable mentions for picture and theatre. A coloring contest was planted with the Italian language newspaper.



Music stores tied in with window displays advertising hit tunes from the picture with displays accessories and signs. A giant thumb outline covering the picture title was stencilled on sidewalk corners. An usher carrying a papier-mache head strolled around town with a sign, "I laughed my head off at the College Theatre while watching 'Callaway Went Thataway.'"

Two Contests Speed 'Capt. Hornblower'

A. Heaton, manager of the Regal Cinema, Beverly, England, promoted a critics contest for "Captain Horatio Hornblower," which received several good press writeups in the Beverly Guardian. The newspaper invited readers to submit their reviews of the picture after seeing the film. The theatre awarded tickets to winners.

The mayor of Beverly and his wife made an official visit and tour of the theatre opening night, the event being covered by press photographers.

A model galleon contest stirred interest in the picture among the younger patrons. This was plugged at the minors matinees several weeks in advance and winning models were displayed in the lobby with appropriate posters and signs just prior to the opening of the picture.

Bakery Gives Tickets Plus Weekly Prizes

Abe Cohen, manager of the Massena (Ohio) Theatre, has a tieup with a local bakery which gives the theatre from 75 to 150 extra admissions each week. The bakery buys regular theatre admission tickets which are then enclosed in packages of loaf bread. The bakery donates ten prizes every Saturday for children in the theatre audience. Reciprocal advertising at the theatre and at the store urges the kids to buy the sponsor's product to get free theatre tickets and a chance at winning the prizes.

New York Theatremen Kiosks Display on Stage

A large stage set, flanked by two Parisian kiosks caught the eye of patrons entering the Loew's 116th Street Theatre in New York and helped to create word-of-mouth publicity for "An American in Paris." The ostentatious display was equipped with footlights, overhead borders, drapes, flowers and Christmas ornaments, in keeping with the holiday playdates. A line of dancing chorus girls, made from lithos and wallboard, occupied the center of the stage.

The display was built by Manager Joe McCoy, student assistant John Bassolino and the house electrician Phil Pearman.

Stickers on Juke Boxes Promote 'Sunny Side'

Ed Linder, manager of the Ontario in Washington, D. C., and a juke-box concessionaire exploited "Sunny Side of the Street," with 500 machines in the district bearing stickers imprinted with copy urging the public to play Frankie Laine's recording of "Jealousy" and then see and hear Frankie in "Sunny Side of the Street" at the Ontario.

Co-Op Sells 'Paris'

Toby Ross, manager of the Fox Theatre, Corning, N. Y., got a downtown music store to take a large newspaper co-op ad with "An American in Paris." The ad included copy for stimulating interest in the music and records plus the suggestion that the public see the Fox attraction.

G. Williams Brightens Vestibule Displays With Cutouts

A novel lobby display attracted attention to "The People Against O'Hara" a week prior to its opening at the Regent Cinema in Chatham, Kent, England. G. Williams, manager, took two photographic enlargements of Spencer Tracy, showing the head and shoulders of the star, and placed them on either side of a small table. A large gray suitcase marked exhibit "A" was set on the table with a small card reading, "A case against O'Hara." Resting against the ledge of the table was another sign with copy, "You, the people, are summoned to appear in the case of 'The People Against O'Hara,' etc., etc." Williams reports that many people stopped and indicated their interest.

Finding it difficult to set up window displays due to the approaching holiday shopping period, the Regent manager arranged with news venders to display news contests bills at two important traffic intersections.

A theatre employe helped by appearing in crowds carrying a suitcase lettered, "Exhibit A," with the theatre name and playdate.

Williams was successful in getting merchandising tieups with stores dealing in luggage, sports clothes and a prominently located florist shop.

Guarantee for 'Years' Given Unique Backing

A guaranteed midnight show heralding the opening of "The Dancing Years" at the Art Theatre, Hartford, Conn., was backed by a unique offer by Manager Henry L. Needles.

Needles took an ad in the daily papers in which he offered his personal endorsement plus the guarantee that if five patrons were dissatisfied with the show, he would allow them \$25 to build a tree-sitting platform on Old City Hall Square. He offered to sleep on the platform from midnight until noon on any one day selected by the five dissidents.

The unusual offer created wide word-of-mouth publicity for the picture.

Roy Prytz Is Featured In Article at Duluth

Roy Prytz, manager of the Granada Theatre, Duluth, Minn., and a regular contributor to the Showmandiser section, recently was the subject of a feature writeup in the Duluth News-Tribune. The article went into many of the ballyhoo stunts originated by Prytz since he took over management of the Granada in 1931. Written by Walter Eldot of the News-Tribune staff, the item was headed "It's Show Business."

Show for Bottle Tops

Jack Scanlan, manager of the Warner in Torrington, Conn., tied up with the Canada Dry Bottling Co., offering children free admission at a Saturday matinee for two bottle caps from the company's product. The regular show was screened, beginning at 10 a. m. on Saturday, and any child presenting two bottle caps received a free theatre ticket. The bottle caps were redeemed at regular admission price by the cooperating firm.

Cincinnati Papers Go All-Out on Art For 'American'

Nate Wise, publicity manager at the RKO Albee in Cincinnati, planted an eight-column art layout with the Cincinnati Post on "An American in Paris." The Cincinnati Enquirer also came through with an eight-column art spread followed up by a three-column pictorial layout and a two-column scene mat.

The Times-Star published an editorial plugging the picture and ran a four-column ad followed by a five-column spread on the film.

Disk jockeys featured recordings from the picture's song album with theatre plugs. A public address system was set up, bringing the tunes to passersby on the street, and a jukebox entertained patrons inside the lobby while plugging the song hits.

At the professional football game between the University of Cincinnati and Xavier college, the UC band featured the entire musical program of Gershwin music during the half-time intermission.

Pogue's department store devoted two entire windows to merchandise tieups, and TWA provided a visual flash in one of the best windows in the downtown section. The Jenny Co., women's specialty store, used a large newspaper co-op ad with credits for the picture and theatre.

Wise tied up with public and parochial high schools on a review-writing contest. Representatives from all high school papers participated in the contest, the winner receiving a \$25 savings bond. The reviews were published in the respective school papers following an advance screening for the editors well in advance.

Car Dealers Participate On Newspaper Co-Ops

Ben Schwartz, manager of the Lincoln in Massillon, Ohio, proves he is versatile in promoting newspaper co-op ads with local automobile dealers. For "His Kind of Woman," the Massillon Buick dealer sponsored two quarter-page display ads, with more than half the space devoted to ad copy for the picture and prominent theatre playdates. Scare copy read, "Look to Buick for the right combination . . . look to the Lincoln Theatre for the hottest combination that ever hit the screen." The ads appeared in the Evening Independent.

On two other pictures, Schwartz promoted quarter-page display ads in cooperation with the Terry Auto Sales Co. One of the tieups was on "Painting the Clouds with Sunshine"; the other was for "That's My Boy."

Dish Wrappers Carry Plug for Next Show

Thomas Ryan, manager of the Nortown in Detroit, uses paper bags as wrappers on "dish" nights, imprinted with copy selling his coming attractions. Ryan reverses the procedure of giving patrons dishes as they enter the theatre, giving them to his patrons instead as they leave. Many folks have commented on this extra service since it eliminates the inconvenience of holding the dish throughout the show and the possibility of breakage before leaving the theatre.

Bookmarks at Library Carry 'American' Plug

A. P. Bridger, manager of the Granada Cinema, Hove, Sussex, England, had three local lending libraries distribute bookmarks advertising "An American in Paris." Quiz throwaways based on questions regarding the music score, the life of George Gershwin and stars of the film were distributed by news agents to all theatre patrons.

Menu cards were imprinted with credits and turned over to cafes and restaurants. A colorful display piece in the theatre lobby aroused additional interest in the playdates.

Movietime Gets Plug At Kiwanis Luncheon

William Connolly, manager of the Colonial in Norwich, N. Y., addressed the local Kiwanis club at a pre-Christmas luncheon on Movie-time U.S.A. Connolly prepared a speech from trade-paper reports refuting claims of communism in Hollywood, speaking out against smear campaigns directed against the film capital, and stressing the fact that millions of people see movies each week at an average admission of approximately 50 cents.

Fans Get Autographs

Milton Schwartz, manager of the Criterion Theatre in New York, arranged an autographing party in the theatre lobby as an opening-day ballyhoo for "The Strange Door." Boris Karloff, co-star of the film, presented autographed photographs to patrons who attended during a specified hour.

Screening for 'Veil' Creates Publicity Two Weeks Ahead

A comprehensive campaign for "The Blue Veil" put on by Don Holdren, manager of the State Theatre, Santa Barbara, Calif., gave the film a highly successful 16-day engagement.

To create word-of-mouth publicity, Holdren held a morning screening and invited radio and newspapermen, clergymen, representatives of women's clubs and a select number of regular patrons of the theatre.

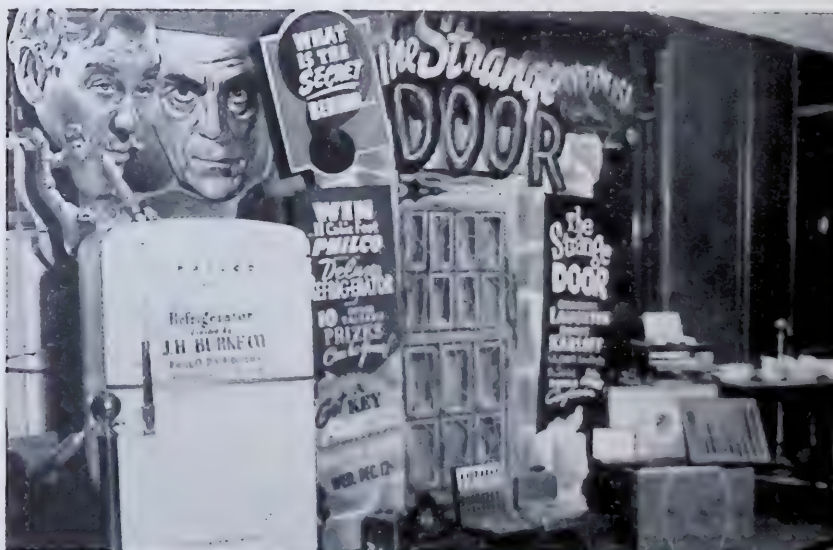
Holdren capitalized on the song hit, "Daddy," which Joan Blondell sings in the picture. He obtained records which were presented to disk jockeys, resulting in gratis announcements. On the day before opening and on opening day, spot announcements were used in saturation proportions to reach the home audience.

The State manager found the regular window card available at National Screen Service attractive and effective. Accordingly, he used a circus showing of these cards throughout the city.

The theatre's mailing list, built up over several years, was utilized for a special mailing of imprinted postal cards carrying a message for "The Blue Veil."

Holdren used pressbook ads almost exclusively and inserted reviewers' quotes. Copies of the ads were enlarged and displayed in 40x60s out front. Special art breaks and stories in the Santa Barbara News-Press further helped publicize the picture.

Treasure Chest Slam-Bang Tie Up For 'Strange Door' at RKO Boston



A treasure chest variation, promoted in cooperation with J. H. Burke Co., Philco distributor in Boston, was one of the highlights of publicist J. J. King's campaign to exploit "The Strange Door" at the Boston Theatre. The sponsor donated a refrigerator and other valuable prizes which

were displayed in the lobby. The refrigerator was locked with a special lock and keys were distributed attached to cards directing the people to try to open the lock for the prizes. Several thousand heralds were distributed announcing the treasure chest and the picture playdates.

Teaser Ads Pre-Tested For 'Aladdin' Campaign



Pre-tested advertising and exploitation materials are being made available to exhibitors for Monogram's "Aladdin and His Lamp" which is now going into release. In a number of test engagements, the teaser advertisements shown above were used successfully. The approach is the humorous one, both in art and copy. Monogram has made them available in both single and two-column sizes.

5,000 Shoot for Baskets In 'Globetrotter' Event

A foul-shooting contest open to all basketball players gave "Harlem Globetrotters" extra newspaper publicity when that picture played the Strand Theatre, Niagara Falls, N. Y., according to Manager R. D. Walsh. The contest was held under the supervision of the city recreation department and drew more than 5,000 entrants, both girls and boys.

A Harlem Globetrotter trophy was presented to the winner. The daily paper ran a story each day giving the standings of the contestants, with excellent breaks for the picture and mention of the theatre playdates.

CORRECTION

The December issue of Promotion, Pre-Selling Guide, erroneously listed the four-color heralds for "When Worlds Collide" at \$55 a thousand. The correct price is \$5.55 a thousand.

Ad Format Is Personal And Packs Interest

Walter Ahrens, manager of the Florida Theatre in Sebring, Fla., uses an off-the-beaten-track format to command reader attention for his newspaper ads. Straight type is used in most of the layout, the message being in the form of a personal letter addressed to the theatre patron.

As with many small-town exhibitors, there is only a weekly to serve the news appetite in Sebring. Ahrens believes that his newsy type of advertising gives the potential patron a few hints on the story theme and stars, and because of the personal approach has extra value in smaller situations.

Wishing Contest Aids 'Lamp' in Cincinnati

Nate Wise, publicity manager for RKO Theatres in Cincinnati, set up a simple contest under the sponsorship of the Enquirer which tied the holiday season in with the booking of "Aladdin and His Lamp" at the Grand Theatre.

The paper's readers were invited to send in letters explaining what Christmas wish they would make if they could rub Aladdin's lamp once. The Enquirer plugged the contest for three days and response was good.

For "Ten Tall Men" which played the Palace Theatre, stories were released to all the Cincinnati papers announcing a special prize would be awarded to the ten tallest men in the city upon proper verification at the theatre. The "prize" was a blanket invitation to see the picture for the families of the tallest men. Those selected later appeared on Dick Hageman's television show over WKRC-TV.

Students Strut on Stage

A Teen Talent show sponsored by a local merchant recently helped to boost business on an off night for Joe McCann, manager of the Wilcomico Theatre at Salisbury, Md. The store donated a wrist watch for the winner. Entrants were enlisted from the high school and audience reaction, according to McCann, was good.

Family Appeal Sells Two Holiday Shows For Frank Boyle

Frank Boyle, manager of the Saxon, Fitchburg, Mass., prepared special display ads to sell his Christmas week attraction. The campaign was used in five weekly papers and three dailies, and the most attractive ad was published on a red and green herald.

Two shows were booked during the week, and the theme of the campaign was, "Two big shows Christmas week." This was also the keynote on the theatre's six-sheet stands. The slogan was heard on radio spot plugs and appeared on copy across an outside banner and in lobby displays.

The last half of the week's program, "The Magic Carpet" and "Weekend With Father," was sold as an "ideal program for the entire family." In this connection, Boyle made an electrical transcription for use on radio stations, in which he personally endorsed the show and urged parents to bring the whole family to the Saxon. A special ad was prepared to run on the comic page of the local papers, again plugging the "bring the whole family" angle.

The pre-New Year show, consisting of "A Christmas Carol" and "Hotel Sahara," gave Boyle an opportunity to plug the program through local high schools. Principals in Fitchburg and more than a dozen surrounding towns received postcards announcing the playdates, and school teachers and heads of English departments were given special material on "A Christmas Carol."

During December, the theatre cooperated on a local safety drive by running a trailer and an appeal from the chief of police to make Christmas and the New Year safe and happy by exercising caution in driving and refraining from jaywalking.

Screens for Record Men

Arthur Morton, manager of the Paramount Theatre, Boston, screened "I'll See You in My Dreams" for Columbia record dealers to pave the way for window and counter displays during the playdates.

LOEW PALACE

7 DAYS of HORROR

BONUS TICKET

7 DAYS of CHILLS (no matter what the weather!) **Beg. THURS., DEC. 6**

2 NEW HORRIFIC SHOCKERS CHANGED EVERY DAY 2

THURSDAY, DEC. 6 HOUSE OF FRANKENSTEIN HOUSE OF DRACULA	FRI., DEC. 7 THE BLACK CAT BLACK FRIDAY	SAT., DEC. 8 SON OF DRACULA DRACULA'S DAUGHTER	SUN., DEC. 9 INVISIBLE WOMAN INVISIBLE MAN
MON., DEC. 10 NIGHT MONSTER NIGHTMARE	TUES., DEC. 11 MUMMY'S GHOST MUMMY'S TOMB	BONUS WED., DEC. 12 PHANTOM of the OPERA TOWER of LONDON	

IF YOU ATTEND THE FIRST 6 SHOWS—THIS TICKET WILL BE YOUR ADMISSION FOR BONUS WED.

THURS. FRI. SAT. SUN. MON. TUES. BONUS WED.

Bring this card with you to be punched when purchasing admission at the box office

Fred Greenway, manager of the Palace in Hartford, Conn., offered theatre patrons a bonus of a free show for attending a week of horror programs. A new program was scheduled for each day of the week. Bonus coupons were punched by the doorman on the first six days of the week. Those who attended all six shows and presented the punched card on the last day received free admission.

Grosses in Theatres Increase in Canada

OTTAWA—Motion picture theatre receipts in Canada, exclusive of taxes, rose to \$82,708,000 in 1950, an increase of 7 per cent over the preceding year's total of \$77,419,000. Amusement taxes collected by theatres declined to \$11,445,000 from \$12,564,000 in 1949.

There were 1,801 motion picture theatres in operation during the year as against 1,731. Paid admissions rose 1 per cent to \$231,747,000 from \$229,312,000 and per capita expenditure increased to \$7.12 from \$6.89. Of a potential seating capacity of 772,961,000 in 1950, only 30 per cent was utilized compared with 30.7 per cent in the preceding year.

Receipts were as follows by provinces, totals for 1949 being in parentheses:

Newfoundland—\$863,734 (\$820,107).
 Prince Edward Island—\$286,334 (\$280,631).
 Nova Scotia—\$3,266,536 (\$3,109,262).
 New Brunswick—\$2,053,595 (\$2,048,091).
 Quebec—\$21,310,810 (\$19,240,015).
 Ontario—\$34,083,166 (\$31,862,708).
 Manitoba—\$4,197,205 (\$4,235,223).
 Saskatchewan—\$3,505,695 (\$3,360,123).
 Alberta—\$5,314,331 (\$4,107,536).
 British Columbia, Yukon and Northwest territories—\$7,826,356 (\$7,422,818).

Crawley Films Expands Its Studio Facilities

OTTAWA—Graeme Fraser, assistant general manager of Crawley Films, has expanded its studio facilities by moving the art, animation, script and music departments into new premises. The film printing department and the four production units have gone into space formerly occupied by the art and other staffs.

Of the 43 films produced by Crawley in 1951, Fraser said that 90 per cent were in color, all but one were in sound and 20 per cent were in French.

The company has also opened a commercial still-photographic division in connection with its Ottawa plant.

CBC to Introduce Video At August Exhibition

TORONTO—After many delays and discussions, an announcement has come out to the effect that the Canadian Broadcasting Corp. will introduce television programs in the Dominion next August. Arrangements have been made for transmitter towers despite the shortage of steel.

The first Canadian TV broadcast is planned for the Canadian National exhibition here August 22-September 6.

Ivor M. Leslie Promoted

TORONTO—Ivor M. Leslie has been appointed a vice-president and director of Crosley Radio and Television, Ltd., of Toronto, with the title of general manager. The appointment was announced by Leonard F. Cramer, assistant general manager of the Avco Manufacturing Co.'s Crosley division. Leslie, a native of Toronto, has been a vice-president in charge of engineering and manufacturing for Canadian Radio Manufacturing Corp. for almost two years.

Third Week of Bus Strike Ends Two Long Showings

TORONTO—The trolley and bus strike here, which started its third week January 18, has been a factor in drawing two prolonged film engagements to a finish. The curtain was rung down on "Laughter in Paradise" after its 16th week at the International Cinema, while the run of "The Lavender Hill Mob" wound up at the Hyland at the end of 11 weeks.

A hint has been heard that the Canadian premiere of "Quo Vadis" is being held off pending termination of the transportation strike.

The trolley trouble did not interfere with the holding of many children's shows Saturday morning (19) at neighborhood theatres, which have benefitted from the lack of public transit service.

The roadshow engagement of "The River" at \$1 top continued for a fourth week at the Towne Cinema, but this theatre caters largely to the carriage trade from all parts of Toronto, which is independent of streetcars.

World Release Is Set For Royal Tour Film

OTTAWA—National Film Board's color feature, "The Royal Journey," recording the highlights of the tour of Princess Elizabeth and the Duke of Edinburgh, will have worldwide distribution under arrangements announced here.

Canadian theatrical distribution is being handled by Columbia of Canada, while distribution in the States is handled by United Artists.

In the United Kingdom, the film is being distributed by General Film Distributors of the Rank group, while distribution in western Europe, Africa, the Far East and the British Commonwealth of Nations, other than Canada, has been taken by J. Arthur Rank Overseas Film Distribution.

The French-Canadian version of the tour will be distributed in France and French colonies.

To Regulate TV Antennas

TORONTO—Legislation to regulate the erection, installation and specifications of television antennas will be sought by the city committee on legislation. The committee was told by a group representing the industry that the sale of dummy TV antennas, the unsafe standards used and faulty installation resulted from a lack of city inspection. "There are a lot of Toms, Dicks and Harrys in this business," one delegate said, "and the responsible members want some control of them."

CBC Staff Starts Course

MONTREAL—Fifteen men and women, nucleus of the CBC television staff here have started a six-month course in television subjects. The number is expected to increase to 125 by April. The 15 producers, writers and technicians are studying lighting and camera technique, staging, electronic theory and practical experimental production. Later, TV experts from the U.S. will give courses. For the present, CBC personnel who have studied TV two years are acting as instructors.

Toronto Grosses Up After Strike Sags

TORONTO—With Toronto patrons regaining their equilibrium in the prolonged trolley strike, theatre grosses in the downtown area were creeping back to usual levels. There were seven holdovers in the list, but there was little inclination to change programs in the present situation.

(Average Is 100)	
Eglinton—Royal Journey (Col); The Wooden Horse (London), 4th wk	90
Fairlawn—Fixed Bayonets (20th-Fox), Oh, You Beautiful Doll (20th-Fox), reissue	100
Hyland—The Lavender Hill Mob (JARO), 11th wk	90
Imperial—When Worlds Collide (Para)	115
Loew's—Too Young to Kiss (MGM)	115
Odeon—The Model and the Marriage Broker (20th-Fox), 2nd wk	90
Shep's—On Dangerous Ground (RKO), 2nd wk	90
Tivoli, Capitol—Two Tickets to Broadway (RKO); On the Loose (RKO)	95
University, Newtown—Close to My Heart (WB), 2nd wk	90
Uptown—Callaway Went Thataway (MGM)	105
Victoria—Kon-Tiki (RKO), 2nd wk	90

Good Weekend Business Ups Vancouver Grosses

VANCOUVER—Boxoffices here again followed the same course of the last few weeks with nice opening business on weekend changes, but slowing down over the latter half of the week. Leading the town was "An American in Paris" at the Capitol. Also good was "Ivory Hunter" at the Vogue, "On the Loose" and "Whip Hand" at the Cinema and a moveover of "Golden Girl" at the Dominion.

Capitol—An American in Paris (MGM)	Excellent
Cinema—On the Loose (RKO); Whip Hand (RKO)	Good
Dominion—Golden Girl (20th-Fox), His Kind of Woman (RKO)	Good
Orpheum—Distant Drums (WB), 9 days	Good
Paradise—The Highwayman (Mono); The Longhorn (Mono)	Fair
Plaza—The Lady From Texas (U-I); Federal Man (Rep)	Average
Strand—The Unknown Man (MGM)	Fair
Studio—No Highway in the Sky (20th-Fox)	Fair
Vogue—Ivory Hunter (JARO), 2nd wk	Good

TV Film Concern Opens

MONTREAL—Trans-World Film Laboratories, of which J. O. Lemire is president and A. Prefontaine is managing director, started operations recently here. The company will handle laboratory work for the proposed television stations soon to be set up in the Dominion. The facilities will include all services from preparation of the script for shorts and commercials, actual shooting on its own sound stages, processing and printing, cutting and editing up to and including final release. A rental service on professional apparatus will also be made available.

Top Billing to Churchill

YARMOUTH, N. S.—At the Capitol, Manager Ernie Hatfield ignored Fred Astaire and Jane Powell, stars of "Royal Wedding," to give Sarah Churchill the top spot in billing. The Churchill name and accenting that of the prime minister above that of his daughter was stressed under the title of "She's Winnie's Daughter."

Report on Canada Films

OTTAWA—The Canadian Government Travel bureau here has brought out a six-page report on the makeup and use of films to promote tourism.

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NOT BE SHOWN ON TELEVISION!

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8 ELLIOTTS

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BEYOND THE SACRAMENTO
THE SON OF DAVEY CROCKETT
PRAIRIE SCHOONERS
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HANDS ACROSS THE ROCKIES
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'The Prowler' Ad Appeals To Winnipeg Patrons

WINNIPEG—David Safeer, Odeon-Morton Theatres showman, planted neat copy in the local dailies as a teaser ad before playing "The Prowler" at the Garrick. Copy read:

"Watch out for 'The Prowler.' Take three steps to discourage prowlers around your house. (1) Keep all windows and doors locked, all shades drawn, when there is no one at home. (2) Cancel all your regular deliveries such as milk, newspapers, etc., when you are away for an extended time. (3) Advise police when leaving town. See 'The Prowler' at the Garrick soon."

When Safeer played "The Strange Door" at the Garrick, ads featured large display punch lines, dripping in blood. "We dare you . . . to take in the greatest chiller-diller ever to be presented on any screen!" This text accompanied photographs of Charles Laughton and Boris Karloff.

OTTAWA

A sensational incident occurred at the 20th Century Theatres Rideau when a holdup artist, Lloyd Andison, 31, was captured on Rideau street one minute after he had robbed cashier Gwenneth Knight of \$35 at the theatre wicket. Miss Knight, daughter of a police official, sounded the alarm and assistant William Stephanishen, with two patrons, captured the thug as he attempted to leap into a moving automobile. Andison admitted guilt in court and was held for sentence.

James McGuire, local projectionist, has been re-elected president of operators Local 257. Bill Hartnett continues as business agent . . . Susanne Cloutier, local actress, is expected to stop off here early in February for a visit with parents on her way from London to Hollywood to appear with Alan Ladd in "Persian Gulf." She has made two features in France and two in England.

Mark Stevens, Hollywood screen personality, played a week's engagement at Standish hall . . . Manager Ernie Warren held "Laughter in Paradise" for a fifth week at the Little Elgin. In the Main Elgin, "Force of Arms" played two weeks . . . Morris Berlin of the Somerset secured an early audience for the Saturday matinee. (19) when he offered free ice cream to the first 100 kids.

Fred Leavens, manager of the Elmdale, had an added stage attraction in Henry LaRevere, RCA-Victor recording artist, twice nightly in connection with "Comin' Round the Mountain" and "Crazy Over Horses" . . . The Ottawa Film society, under an arrangement with H. Bessin, held forth at the Glebe Sunday afternoon (20) for a special screening before 600 members. The films were the Spanish feature, "Don Quixote de la Mancha," directed by Rafael Gil, and a National Film Board short, "Wings for NATO."

Anthony J. Wright is doing an excellent job with his new press-relation duties in the National Film Board organization. The government film agency has long needed someone with initiative in this role. John Dickson is here from England for documentary production work with NFB.

VANCOUVER

The Rio Theatre at Victoria, which reopened a month ago after being closed for eight months, could not make the grade and is closed again. It is a 450-seater and was opened briefly under the management of Jack Proudlove, former manager of the Capitol in Regina, Sask. . . . The two film exchange unions, F-71 and B-71, are working on new agreements with the distributors, seeking big wage increases over the former contract, which expires January 31.

The three Odeon circuit downtown theatres, the Vogue, Plaza and Paradise, have upped admissions by 5 cents, with a top of 70 cents. To date, Famous Players downtowners have not put the increase into effect, although they raised suburban tariffs by 5 cents with a top of 50 cents . . . A heavy snowstorm here at the weekend was hurting business . . . Jean Brown of Empire-Universal is on vacation at Pasadena, Calif. . . . Operation of the Cambie, a 450-seater, has been relinquished by Odeon Theatres and has been taken over by Jack Stone, exhibitor from White Rock.

Famous Players did not renew the lease on the Hollywood, a 600-seat suburban theatre, which FPC operated for ten years. It now is being operated by R. W. Fittleigh, owner of the property . . . "Silver Harvest," a two-reel Technicolor film produced for British Columbia Packers by Wally Hamilton of Trans-Canada Films, was given its premiere before the advertising and sales bureau of the Vancouver Board of Trade in Hotel Vancouver . . . The Vancouver Sun reduced its advertising rates to theatres by four cents a line.

Eddie Zetterman, manager of the Columbia, New Westminster, who returned home after a serious illness had a relapse and is back in the hospital . . . Norman Duncan, Strand manager, pulled a Man on the Street stunt for "The Unknown Man" in conjunction with the Daily Province. The lad was spotted the first day and the Strand paid \$50. It proved good advertising and upped the grosses at the theatre . . . Ivan Ackery of the Orpheum is holding a laugh week for his showing of "Callaway Went Thataway."

Net profit of the Pacific National exhibition soared from \$91,000 in 1950 to \$139,000 in 1951. Revenues in some instances were the highest ever recorded, the secretary reported . . . More business and organizations are going to be shelling out for the provincial government amusement tax. Commercial enterprises pay 17½ per cent and amateur groups 5 per cent. Last year the government's revenue from amusements was \$2,365,000.

Vancouver Central Lions saw a film dealing with the Alcan development, the Nechako Survey. Gyro club members heard a talk, "Show Business, Then and Now," by Mark Howard, and the Kitsilano Chamber of Commerce got into the film trend with two films at a dinner meeting.

A city motion picture technician was convicted of arson and forgery in connection with a fire which destroyed his film plant in Vancouver's east side over a year ago. Peter Oscar Jorgenson was acquitted of a third charge of trying to defraud insurance firms of \$440,000 insurance which the firm carried

on the plant and equipment. Jorgenson also was found guilty of forging a check for \$3,500 given in payment for the film studio which he was convicted of burning. He still has to face a charge of smuggling film equipment from the U.S. He will be sentenced later.

Perkins Electric completed an installation of high intensity lamps and a motor generator in Al Trout's Hope Theatre at Hope, B. C. . . . Tommy Trinder, famous British comedian, will play in Vancouver and Victoria in aid of Canadian crippled children. The show has been brought to Canada by Famous Players to assist in funds for the Toronto Variety Tent and to raise money for the crippled children's solarium. Famous Artists of Vancouver is handling the shows for Famous Players free of charge. Vancouver has no Variety Club to date.

WINNIPEG

Unusually mild weather for this time of year helped admission receipts here and exhibitors are gratified with public response to good product now in circulation. January and February as a rule are lean months on the local ledger.

The Foto-nite cash offer now stands at \$1,500 and the crowds are slowly starting to come back to the dozen Winnipeg houses which are united in the Wednesday night presentation. Law student Sam Minuk is emceeing Foto-nite at the State in the absence of Ben Sommers, the flying exhibitor, who in the last three months has flown thousands of miles as advertising consultant to a group of interlocking advertising agencies. Jock Emsile is manager of the State on a permanent basis. Cy Brownstone of the Elm, Bill Minuk of the Corona and Mort Calof of the Vogue are constantly scanning joke books at Sam Saldman's drug store, next to the film exchange, so as to be better prepared with their ad libs on stage when conducting Foto-nite.

Private Showing Is Held For Churchill in Ottawa

OTTAWA—Practically the only diversion of Prime Minister Winston Churchill during his Ottawa conference was a private film show at Government House, official residence of the governor general. The performance was made up of National Film Board's "The Royal Journey," visit of Princess Elizabeth and her consort; "Ivory Hunter," a British feature, and a short subject of Churchill.

Communion Breakfast Is Success in Toronto

TORONTO—Considerable interest was taken in the first communion breakfast of the film industry Sunday (20), arrangements for which were handled by J. J. Fitzgibbons Jr. Despite the inconvenience of the street railway strike, there were more than 250 Catholics and visitors of prominence at the breakfast in the Royal York hotel following mass in St. Michael's cathedral.

James Gleason in 'Glory'

James Gleason has been handed a featured role in 20th-Fox's "What Price Glory."

TORONTO

Manager Jack Clarke of Loew's and Arch H. Jolley, executive secretary of the Motion Picture Theatres Ass'n of Ontario, represented local exhibitors at a city hall meeting at which a request was made for the postponement of the civic ban on all overhanging signs on Yonge street . . . Mr. and Mrs. Win Barron entertained at dinner at the Winston with a party of 15 guests for Betty Hutton when she was here for the Variety show . . . Ray Lewis, Toronto distributor, exhibitor and publisher, was in Phoenix, Ariz., for a visit with her son Jay L. and his family, whom she had not seen for two years.

Lloyd Gurr, former manager of the Century in Hamilton, now is in the furniture business at Niagara Falls, Ont. He also owns a summer hotel . . . The Crest, Toronto north end unit of 20th Century Theatres, was the scene of the annual theatre night of the women's auxiliary of the Toronto Pharmacists Ass'n. . . . The latest new member for the Motion Picture Theatres Ass'n of Ontario is Ed Goss, owner of the Dell, a 461-seater at Durham, Ont.

With Fredric March here for the stage engagement of "The Autumn Garden" at the Royal Alexandra, Allen's Hollywood brought back his "One Foot in Heaven" with nice result. During his stay, March said in an interview that small theatres were preferable to big palatial houses because of their friendly atmosphere . . . After the Ontario Censor Board had given adult grading to "Without Pity," the picture was held a second week at the Astor.

George Sheppard, manager of the Capitol, Niagara Falls, has been moved to the Savoy in Hamilton, while Don Cook of the York, Hamilton, is transferred to the Niagara Falls house. James Gowland has been appointed manager of the York. These Odeon changes are linked with recent Hamilton promotions . . . Jack Chisholm has announced the moving of the Toronto offices of Associated Screen News to 102-8 Peter St. from Richmond street west.

New Poster Firm Opened By James and Sweigman

WINNIPEG—Somer James, branch manager of the local Selznick-Alliance Releasing Organization, and Murray Sweigman of Toronto have started operation of a theatre poster exchange.

The exchange has moved to large quarters and has obtained exclusive poster distribution rights for several of the major film companies, which have closed their individual poster departments, utilizing the space for enlarged office quarters. Winnipeg was about the last city on the continent to cling to the outmoded method of individual ad necessary distribution.

Eastern Gives Dividend

TORONTO—A dividend of \$1.50 has been declared by Eastern Theatres, Toronto, which operates the 3,343-seat Imperial Theatre here as a subsidiary of Famous Players Canadian Corp. Payment will be made February 1.

Recent statistics report that there were 210 theatres in operation in the city of Buenos Aires during 1950.

ST. JOHN

The Capitol Theatre in Chipman, N. B., was slightly damaged by an early morning fire which destroyed a restaurant next door. J. Albert Williams owns and manages the theatre, assisted by his wife . . . The Yarmouth Memorial high school went opposition to the Capitol and Community theatres for two consecutive days, both afternoon and night, with a magic show priced at a flat \$1 for adults, both daily performances, and 25 cents for children in the afternoons. Harrison the Great was billed as "Second to the Great Blackstone." Each of the two afternoons, the touring magic purveyor drove a car through the main stem of the town while blindfolded. The car was owned by Bob Brooks, a local photographer.

Mrs. Shirlee M. Brownell reports she is trying to get into a routine and steeled down as manager of Goudey Theatre at Barrington Passage. She recently became manager there in succession to her father, the late Percy Fielding, owner-manager, who died during the late fall. Mrs. Brownell is the only child of the late exhibitor and is active as an angler, hunter and golfer. Mrs. Brownell has the assistance of her uncle, Arthur Fielding, owner-manager of the Capitol and Avon at Bridgewater, which is near Barrington Passage on the south bay shore. Mrs. Brownell is now with her mother, Mrs. Irene Fielding at the parental home in Barrington Passage. The Goudey was a pet project of a Boston gum manufacturer, who was a native of Barrington Passage, and was built and furnished on de luxe pattern.

Repairs to the home of Malcolm Walker at Jollimore, across Northwest Arm from Halifax, have been completed. The work was necessitated by a fire several months ago. Like all exhibitors, the head of the Walker chain is finding that business has been affected by reduced spending of the people, attributed to the record living cost.

In arranging use of a bulldozer for a drive-in project in suburban Halifax, Mitch Franklin, acting president of the Franklin & Herschorn circuit, telephoned a construction firm at Sussex, N. B., while arranging for the use of the bulldozer, the theatremen head, found he was talking to the bookkeeper who writes songs as a sideline and one of his compositions soon is to be on F&H circuit screens in "Square Dance Katy." Arrangements were promptly made for the appearance of the bookkeeper on F&H stages in connection with the showing of the film. The bookkeeper, C. Raleigh Keith, also leads a dance orchestra in Sussex.

Donors of prizes for proficiency in school studies in St. John were Fred G. and F. Gordon Spencer, president-founder and general manager of the F. G. Spencer Co., operating a long-established theatre chain in the maritimes. The Spencers are father and son . . . Frequent, heavy snow storms and intense cold have socked boxoffice grosses since late November through the maritimes. Roads and streets have been impassable for days and nights at a time. More snow fell before the winter was half way through than all through the winter of 1950-51. Road and street cleaning proved impossible, with piled snow handicapping business generally.

The London Theatre stock company is pre-

sending weekly changes of bill at the Bishop Field College hall in St. John's, Nfld. Advertising emphasizes the company is the only English dramatic troupe in North America. Special attention is being given to producing plays that have been made into motion pictures, with patrons invited to compare the stage and screen productions.

Joe LeBlanc, owner-manager of the Capitol at Shediac, has started his sixth consecutive one-year term in the mayoralty of that Northumberland strait town, having been re-elected by acclamation . . . A party of ten from Hollywood performed at Harmon, Goose Bay and Greenland before airing back to New York. Lionel Ascher was company manager.

Theatre Business Up In Maritime Areas

ST. JOHN, N. B.—Business for the full year of 1951 in the maritime provinces, has been reported as good by film exhibitors. Considerably better than for the preceding year and also in excess of that of the first half year of 1951.

The prospects for the first six months of 1952 are favorable, and optimism prevails among the theatre operators in the territory which comprises the provinces of New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland. This optimistic view is based on the money now in circulation and the outlook for this year.

When asked to set an estimate of how much business was up for 1951 as compared with 1950, the head of one chain set 10 per cent, the estimate being based on the maritimes.

Types of pictures drawing at the boxoffice during 1951 in the maritimes were: Technicolor musical comedies, corn comedies and actions.

Exhibitors expect the overhead to be cut into this year by reduced taxation as contrasted with last year. The heavy surplus piled up by the Canadian government in 1951 is expected to ease the big tax burden for everybody, and to place more money in circulation this year.

Thus far, the maritimes have not been as favored with war contracts to the extent of the central and western provinces and, of course, the central provinces get the lion's share of the allotment volume from Ottawa. The maritimers are hoping that their territory will be better treated this year.

For October, November and December of 1951, the opposition presented by hockey in the maritimes weakened sharply as contrasted with the same period of preceding years for about 20 years, and particularly in evidence the previous dozen years to the end of 1951. Hockey games had been marring theatre attendance heavily from mid-October to late March and early April all through the maritimes, until with the opening of the current season, the hockey promoters shot the prices upward heavily. And particularly in the instance of the Maritime Hockey league which expended the number of games for the season to 90, constituting a world's alltime record. The attendances in all the centers divided and packed rinks went out of the picture.

The hockey promoters are fearful that this trend will continue for the balance of the season.

MONTREAL

Their first visit to Filmrow in the new year was paid by several exhibitors. They included Georges Champagne of the Champagne circuit, Shawinigan Falls; J. Gagne of Ville-Marie; J. Martin, the Royal, East Angus; Lucien Bertrand, the Makamik, Makamik, Abitibi; Armand Gingras, the Canada, Levis; Paul Dussault, the Royal, Donnacona, and Romeo, Couillard, the Lafontaine and the Tache, Montmagny . . . The Kent, United Amusement house in the west end, will present "Tales of Hoffmann," starting February 8, with reserved seats, two performances daily at \$1 and 75 cents.

The widening of Dorchester street west between Beaver Hall hill and Delorimier avenue will involve the disappearance of the Roxy Theatre on St. Lawrence boulevard, a little north of Dorchester street. It is owned by Joseph Beaudry who is claiming from the public service commission the sum of \$136,199.80 as compensation for the expropriation of the building and the land, plus 10 per cent for forcible dispossession. The city valuers have given an estimate of \$73,800 as value of the building and the land.

The young French-Canadian actress, Suzanne Cloutier, daughter of the king's printer in Canada, has been making films in Paris and in London, and is now headed for Hollywood to star with Alan Ladd in a dramatic love triangle with the Iranian oil crisis as a background . . . There will be no mad rush for television sets when TV reaches Canada next fall, in the opinion of S. Morgan-Powell, dramatic critic of Montreal Star, who says the closer we get to television in Canada, "the less excitement there appears to be" . . . The Seville Theatre according to its proprietor, Ben Garson, had a 1951 attendance of close to 975,000. Arrival of the millionth customer will be an occasion for celebration.

Frank Scofield's new color ski film, "A World in White," was shown to Westmount Ski club as a benefit to the Olympic fund, and attracted a large attendance . . . Mrs. Spencer Tracy had to postpone her visit to Montreal until January 31 because of a bout with influenza . . . Sound color films on Switzerland were shown by Anton R. Lendi of Toronto, noted Swiss lecturer and traveler . . . The Yiddish-American musical motion picture, "Catskill Honeymoon," was presented at His Majesty's for a four-day run.

Associated Screen's latest release, "The Roaring Game," portraying the popular winter sport of curling, will have its world premiere in Winnipeg in February coincident with the opening of the Manitoba annual "bonspiel," or contest. Production of the film brought out the information that there are more curlers in Canada than there are golfers.

Robert Montgomery, who addressed the Montreal Canadian club, took back a fur cap with him to the United States as a memento of his visit here . . . "I've always wanted to wear one," he said . . . Crawley Films has produced for Green Cross Insecticides a color film showing Canadian fruit farmers how to identify and control pests . . . A group of Charlie Chaplin films was shown in Montreal Technical school by students of the Beaux Arts and kindred organizations.

Boxoffice BOOKING GUIDE

The EXHIBITOR HAS HIS SAY ABOUT PICTURES

An open forum in which, for the most part, exhibitors report on subsequent-run showings of pictures. One (*) denotes a new contributor; two (**) is one who has been reporting for six months or longer; (***) a regular who has been reporting for one year or more. These columns are open to all exhibitors.

COLUMBIA

Doolins of Oklahoma, The (Col)—Randolph Scott, George Macready, Louise Albritton. This was a fair picture but the weather was against us. Played Fri., Sat.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town, rural trade. ***

Her First Romance (Col)—Margaret O'Brien, Allen Martin Jr., Jimmy Hunt. I never could sell Margaret O'Brien to my public and this was no exception, but it was a cute picture that should do all right where she is a draw. The kids came and enjoyed it but it was too light for the adults, I guess. Played Sun., Mon. Weather: Good.—M. W. Long, Lans Theatre, Lansing, Iowa. Small town, rural trade. ***

Indian Territory (Col)—Gene Autry, Pat Buttram, Gail Davis. There is not enough production effort in making a suitable vehicle for Autry, and this one fell flat here. Played midweek. C. E. Bennowitz, Royal Theatre, Royalton, Minn. Small town, rural trade. ***

Jungle Manhunt (Col)—Johnny Weissmuller, Bob Waterfield, Sheila Ryan. This is like all the rest of this series—no better, no worse. Played Sunday. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural trade. ***

Hurricane Island (Col)—Jon Hall, Marie Windsor, Romo Vincent. Patrons walked in quietly and left the same way. No comments from any of them, so we don't know just how it went over, but as usual, costume pictures don't draw in our town and receipts were very low. In our opinion, the picture was fair. Played Wed., Thurs. Weather: Clear and cold.—G. P. Jonckowski, Lyric Theatre, Wabasso, Minn. Small town, rural trade. *

Santa Fe (Col)—Randolph Scott, Janis Carter, Jerome Courtland. This is not a bad picture that was enjoyed by a few. Television hurts and the weather sure went back on us. Played Fri., Sat. Weather: Cold.—Harland Rankin, Erie, Wheatley, Ont. Small town, rural trade. ***

LIPPERT PRODUCTIONS

Bandit Queen (LP)—Barbara Britton, Willard Parker, Philip Reed. This is okay for a double bill. I think our booker did us a nice job in spotting this one. Played Wed., Thurs. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town, rural trade. ***

Leave It to the Marines (LP)—Sid Melton, Mara Lynn. I sure got a break on this photoplay. It failed to arrive on opening night, so I only had to show it one night—which was exactly one too many. It's terrible! Played Wednesday. Weather: Cold.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town trade. ***

Square Dance Jubilee (LP)—Don Barry, Mary Beth Hughes, Wally Vernon. We were late in playing this but the square dance craze just hit here and we thought a booking was in order—but we guessed wrong.

The picture and acts were okay but no one wanted to see them here. Played Fri., Sat. Weather: Cold.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town trade. ***

METRO-GOLDWYN-MAYER

Magnificent Yankee, The (MGM)—Louis Calhern, Ann Harding, Eduard Franz. This is strictly a magnificent picture loaded with inspiration for us crepe-hangers of this generation. It has one of the best acting jobs in many a moon. A blizzard starting at 6 p. m. opening night gave us a \$3.09 take. Below zero temperatures at boxoffice time the second night helped us to enjoy a slight increase in revenue—\$6.30, to be exact. Luckily, I ran a high school morning show and split the gate with the student council, so I did get back the cost of the picture and the short. If Metro makes the terms right, I'm going to bring this back for free in good weather, as I feel every good, American citizen should see this. But you've got to sell it, or else! Played Wed., Thurs.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town, rural trade. ***

Mrs. O'Malley and Mr. Malone (MGM)—Marjorie Main, James Whitmore, Ann Dvorak. This is a real good comedy that held together for three days over our weekend and played to about 20 per cent above average. Don't miss it, you small-towners. Played Sun., Mon., Tuesday. Weather: Good.—Curt and Elsie Bigley, Princess Theatre, Humeston, Iowa. Small town, rural trade. ***

Night Into Morning (MGM)—Ray Milland, John Hodiak, Nancy Davis. Under normal circumstances, this picture would have done better—too many Christmas activities and a blizzard. Blocked roads stopped it cold. We advertised it with twin titles, "The People We Love" and the above one. It is adult entertainment, at best. Played Tues., Wed.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town, rural trade. ***

People Against O'Hara (MGM)—Spencer Tracy, Pat O'Brien, Diana Lynn. This is a very good picture but did not have the draw "Father's Little Dividend" did on the same time. It is worth a date and on your best time. We set the picture just before Christmas, and that must have hurt, because Spen-

This One Will Stand Up On Your Best Change

CROSSWINDS (Para)—John Payne, Rhonda Fleming, Forrest Tucker. This is a very good South Sea picture that drew one of the best Sunday's business we have had in a long time, and against some stiff competition. There is a lot of action, with a good cast and very good color. Play it on your best change—it will stand up. Played Sun., Mon. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town trade. ***

One of the Finest Films To Come From Britain

OLIVER TWIST (UA)—Robert Newton, Alec Guinness, Kay Walsh. This is one of the finest films to come out of Britain, in my opinion. There is not one single thing in it to offend anyone and it should be entirely suitable for all ages. The acting of Alec Guinness surpasses anything seen in a long time. Business was good. Everyone was pleased with the picture. It accurately captures the locale and time of the Dickens story and is truly a fine, finished product. Played Tues., Wed., Thurs. Weather: Clear.—Mason Shaw, Saratoga Theatre, Saratoga, Calif. General and art patronage. **

cer Tracy has always done business here before. Played Sun., Mon. Weather: Cold.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town trade. ***

Rich, Young and Pretty (MGM)—Jane Powell, Danielle Darrieux, Wendell Corey. This is a Technicolor musical and the kind of entertainment that will bring more people into the theatres. It has a nice story (much better than usual for a musical), new faces and fine color. The love story is light and pleasing. Played Tues., Wed., Thurs., and did all that could be expected on Christmas week. Weather: Rainy.—Mason Shaw, Saratoga Theatre, Saratoga, Calif. General and art patronage. **

Show Boat (MGM)—Ava Gardner, Howard Keel, Kathryn Grayson. This is a marvelous picture in beautiful color that even seemed to have a little of that third dimensional depth at times. Comments were very good, but it didn't draw too well. Receipts were below average, probably due to very cold weather and New Year parties. It deserves to be played and on the best playing time. Played Sun., Mon., Tues. Weather: Very cold and bad blizzard on New Year's eve.—G. P. Jonckowski, Lyric Theatre, Wabasso, Minn. Small town, rural trade. *

Stars in My Crown (MGM)—Joel McCrea, Ellen Drew, Dean Stockwell. Don't let its age discourage you. If you haven't shown it, do so. It is the perfect family feature. It was shown here Christmas eve and Christmas day. They loved it. Played Mon., Tues., Wed. Weather: Zero.—Frank Sabin, Eureka, Mont. Small town trade. ***

MONOGRAM

Bowery Battalion (Mono)—Leo Gorcey, Huntz Hall, Donald MacBride. These "boys" are as old as I am and it is getting harder for them to look young, but they are tops here, as far as second features go. It's corn, but most of my customers like corn. Played Saturday.—Audrey Thompson, Ozark Theatre, Hardy, Ark. Rural, small town trade. *

Joe Palooka Meets Humphrey (Mono)—Leon Errol, Joe Kirkwood, Robert Coogan. This is the best of a series that has never been popular here, and the characterization of Humphrey is well done. But those who have followed this popular comic character in the daily strips would never recognize their always-even-tempered hero, Joe, or heroine, Ann, in this quarrelsome pair. If

(Continued on next page)

The EXHIBITOR HAS HIS SAY

(Continued from preceding page)

Hollywood would stick to Ham Fisher's characterization of these people, this series would cease to be the problem it is to many of us. Doubled with "Blues Busters" and when "Satch" acquires the vocal charm of Sinatra and Crosby combined, it gives the story department a new twist and is bound to please small town audiences, making this one live up to its title. Due to basketball competition both nights and to sub-zero weather, these did only 69 per cent of normal business on Fri., Sat.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town, rural trade. ***

Yukon Manhunt (Mono)—Kirby Grant, "Chinook," Gail Davis. This is a fairly good story of the Wonder Dog that draws pretty well here, as does Kirby Grant. Grant draws better as a Mountie than he ever did as a cowboy. Played Saturday. Weather: Cold.—Audrey Thompson, Ozark Theatre, Hardy, Ark. Small town, rural trade. *

PARAMOUNT

Branded (Para)—Alan Ladd, Mona Freeman, Charles Bickford. This is above average in westerns and pleased our patronage. Played midweek.—C. E. Bennewitz, Royal Theatre, Royalton, Minn. Small town, rural trade. ***

Cariboo Trail, The (20th-Fox)—Randolph Scott, George "Gabby" Hayes, Bill Williams. This is an average western with that old favorite, Randy Scott. It played the week-end before Christmas to above average business. It satisfied the action fans and is worth a date. Trade for any Fox super and you'll be ahead. Played Thurs., Fri., Sat. Weather: Cold.—br-r-r-rr.—Ken Christlan-son, Roxy Theatre, Washburn, N. D. Small town, rural trade. ***

Crosswinds (Para)—John Payne, Rhonda Fleming, Forrest Tucker. This has wonderful color, a poor story, competent performances, average business—that about sums it up. Doubled it with "The Tall Target" (MGM—Dick Powell, Adolphe Menjou, Paula Raymond), which is a nifty package. Snap it up. There is a peach of a trailer to help the picture along. Together they did average business, but "The Tall Target" is what kept them happy, and that is what counts here. Played Fri., Sat.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural trade. ***

Here Comes the Groom (Para)—Bing Crosby, Jane Wyman, Alexis Smith. A picture that ranks with some of Bing's best and it drew a better-than-average crowd for three days. It is worth a date on your best change and the picture will do business, with very little help. A few more like this and we could enjoy the racket again. Played Sun., Mon., Tues. Weather: Cold.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town trade. ***

RKO RADIO

Flying Leathernecks (RKO)—John Wayne, Robert Ryan, Don Taylor. I swore off of war pictures twice already and still I keep trying them, and each time the boxoffice slumps worse than ever. I wish the salesmen would lay off that high pressure stuff on these war pictures. Then when you can't afford to play one, you have to trade it for a reissue at top price. As you no doubt surmise by now, this is another top bracket picture that didn't pay off. Played Sun., Mon., Tues. Weather: Cold.—G. P. Jonckowski, Lyric Theatre, Wabasso, Minn. Small town, rural trade. *

Riders of the Range (RKO)—Tim Holt, Richard Martin, Jacqueline White. This is not as good as the usual Tim Holt westerns. Tim is ordinarily one of the best cowboy players but I believe some of the kids have a hard time understanding "Chito." Played

Saturday. Weather: Good.—Audrey Thompson, Ozark Theatre, Hardy, Ark. Small town, rural trade.

REPUBLIC

Bullfighter and the Lady, The (Rep)—Robert Stack, Joy Page, Gilbert Roland. This is something along the lines of "The Brave Bulls." It is very well done and excellent of its type—can play any situation and there are no actual shots of the killing of the animals. It held the attention very well and will suit a Spanish or Mexican audience 100 per cent as well as please American audiences. I think this is better than "The Brave Bulls" in that it is shorter and has more action, with better bull-fighting scenes. Played Fri., Sat. Weather: Rainy.—Mason Shaw, Saratoga Theatre, Saratoga, Calif. General and art patronage. **

Rio Grande (Rep)—John Wayne, Maureen O'Hara, Ben Johnson. Having run both this and "Fort Apache" by the same producer, I'd say they had quite a lot in common as far as scenery and production are concerned. I guess I'll have to go back to my cheap features on the weekends. Played Thurs., Fri., Sat. Weather: Good.—M. W. Long, Lans

Need More Like This To Combat TV

OF MEN AND MUSIC (20th-Fox)—Musical documentary. We secured this on a first run because exhibitors were afraid of it in a nearby city. We have considerable following in art films and music. We advertised it specially and the numbers by Rubenstein and Heifitz are worth the price of admission. If you have an audience that likes music, get this and push it big and play it. We need more like this to combat TV. Played Sun. through Thurs. Weather: Clear.—Mason Shaw, Saratoga Theatre, Saratoga, Calif. General and art patronage. **

Theatre, Lansing, Iowa. Small town, rural trade. ***

20th CENTURY-FOX

Day the Earth Stood Still, The (20th-Fox)—Michael Rennie, Patricia Neal, Hugh Marlowe. My wife (our boss and booker) saw this trade-screened and bought it. I was dubious but here is a swell picture. The paper and trailers will do nothing for you on this. Tell your customers there is no rough stuff or anything gruesome in this picture. There is a wonderful lesson in it. If you can get 'em in, they will like it. Played Sun., Mon., Tues. Weather: Icy roads.—Edwin A. Falk sr., Roxy Theatre, Billings, Okla. Small town, farmer, oil field trade. *

OFrogmen, The (20th-Fox)—Richard Widmark, Dana Andrews, Gary Merrill. This is very good. Most people had never heard of this branch of service before, but after seeing the show, seemed anxious to find out more about its work. Played Wed., Thurs. Weather: Bad.—Audrey Thompson, Ozark Theatre, Hardy, Ark. Rural, small town trade. *

OFrogmen, The (20th-Fox)—Richard Widmark, Dana Andrews, Gary Merrill. This was a very unusual picture. We expected extra business but didn't get it, on a high film rental. Played Mon., Tues. Weather: Fair.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town trade. ***

Great Guns (20th-Fox)—Reissue. Laurel and Hardy, Sheila Ryan. Corn and how—but did they love it! Yes, and since there is no business like show business, this reissue played midweek after Christmas and outgrossed "Two Flags West," "For Heaven's Sake," "Mr. Belvedere Rings the Bell," "The

Frogmen" and "All About Eve." You figure it out. Played Wed., Thurs. Weather: Cold.—Ken Christlan-son, Roxy Theatre, Washburn, N. D. Small town, rural trade. ***

I'd Climb the Highest Mountain (20th-Fox)—Susan Hayward, William Lundigan, Rory Calhoun. We played this to a good average during Christmas. It is a wonderful picture. You probably can't buy it right but don't miss playing it. Played Sun., Mon., Tues. Weather: Good.—Curt and Elsie Bigley, Princess Theatre, Humeston, Iowa. Small town, rural trade. ***

Nob Hill (20th-Fox)—Reissue. George Raft, Joan Bennett, Vivian Blain. A fine reissue from Fox, with good music, nice acting, and a good plot. It's a funny thing—they don't come like this any more. We did good business with Raft, who takes a part he should play more. Color, dances, etc., do not spoil the story in this one, which has more meat in it than present day musicals. Played Sun., Mon. Weather: Warm.—Dave S. Klein, Astra Theatre, Kitwe/Nkana, Northern Rhodesia, Africa. Business and mining trade. ***

UNITED ARTISTS

Champagne for Caesar (UA)—Ronald Colman, Celeste Holm, Vincent Price. A very good picture that we let get old, but the print was perfect and the patrons got quite a kick out of Colman and his methods to beat the question man. Pick it up, for a price. It is still okay. Played Fri., Sat. Weather: Fair and cold.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town trade. ***

Queen for a Day (UA)—Phyllis Avery, Darren McGavin, Ruby Lee. People may listen to the radio programs but pictures based on them don't seem to go over in this or the other two small town theatres I have owned. I had a few good comments on this from some of the women who came. Played Tues., Wed. Weather: Good, after a snow.—M. W. Long, Lans Theatre, Lansing, Iowa. Small town, rural trade. ***

UNIVERSAL-INTERNATIONAL

Ma and Pa Kettle Back on the Farm (U-I)—Marjorie Main, Percy Kilbride, Richard Long. This did about 10 per cent above average, which was not bad considering the fact that it played all over the country before we played it. This is one of the better Kettle pictures. Played Sun., Mon., Tues. Weather: Good.—Curt and Elsie Bigley, Princess Theatre, Humeston, Iowa. Small town, rural trade. ***

Wyoming Mail (U-I)—Stephen McNally, Alexis Smith, Howard DaSilva. You'll find this a nice action western in color, with a good cast and something of a new angle in a western story. If you buy it right and need westerns badly, this is better than a lot of them. Business was average. Played Fri., Sat. Weather: Cold.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town, rural trade. ***

WARNER BROS.

Force of Arms (WB)—William Holden, Nancy Olson, Frank Lovejoy. I've just closed the poorest Fri., Sat. in six years. This, doubled with "Love Nest," failed miserably to a new low. The picture is okay but a little long. "Love Nest" (William Lundigan, Frank Fay, June Haver) is definitely a second feature. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural trade. ***

Fort Worth (WB)—Randolph Scott, David Brian, Phyllis Thaxter. This is not up to standard and did not do more than very ordinary business. I guess we have had just too many westerns. Played Wed. through Sat. Weather: Rainy.—M. W. Matthecheck, Mack Theatre, McMinnville, Ore. City and rural trade. ***

An interpretive analysis of lay and trade press reviews. The plus and minus signs indicate degree of merit only; audience classification is not rated. Listings cover current reviews, brought up to date regularly. This department serves also as an ALPHABETICAL INDEX to feature releases. Numerical preceding title is Picture Guide Review page number. For listings by company, in the order of release, see Feature Chart.

REVIEW DIGEST

++ Very Good; + Good; = Fair; - Poor; == Very Poor.

In the summary ++ is rated 2 pluses, = as 2 minuses.

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's	Reveries	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
A														
1239	Abbott & Costello Meet the Invisible Man (82) Comedy.....	U-1	3-17-51	+	+	+	+	+	+	+	+	+	7+	
	Abilene Trail (64) Western.....	Mono											2+3-	
1271	According to Mrs. Heyle (60) Drama.....	Mono	6-23-51	+	+	+	+	+	+	+	+	+	4+4-	
1300	Across the Wide Missouri (81) Sup-West.....	MGM	9-22-51	+	+	+	+	+	+	+	+	+	7+3-	
1301	Adventures of Captain Fabian (100) Drama.....	Rep	9-29-51	+	+	+	+	+	+	+	+	+	2+6-	
1233	Air Cadet (94) Com-Dr.....	U-1	2-24-51	+	+	+	+	+	+	+	+	+	7+2-	
	Aladdin and His Lamp (..) Drama.....	Mono												
1224	Al Jennings of Oklahoma (79) Drama.....	Col	1-20-51	+	+	+	+	+	+	+	+	+	6+4-	
1275	Alice in Wonderland (75) Fantasy.....	RKO	7-7-51	+	+	+	+	+	+	+	+	+	11+1-	
1256	Along the Great Divide (88) West-Dr.....	WB	5-5-51	+	+	+	+	+	+	+	+	+	9+4-	
1293	American in Paris, An (115) Musical.....	MGM	9-1-51	+	+	+	+	+	+	+	+	+	14+	
1202	American Guerrilla in the Philippines (105) Drama.....	20th-Fox	11-11-50	+	+	+	+	+	+	+	+	+	12+	
1293	Angels in the Outfield (102) Drama.....	MGM	9-1-51	+	+	+	+	+	+	+	+	+	12+	
1310	Anne of the Indies (81) Drama.....	20th-Fox	10-20-51	+	+	+	+	+	+	+	+	+	10+2-	
1331	Another Man's Poison (89) Drama.....	UA	1-5-52	+	+	+	+	+	+	+	+	+	3+3-	
1253	Apache Drums (75) Western.....	U-1	4-28-51	+	+	+	+	+	+	+	+	+	7+2-	
1251	Appointment With Danger (90) Drama.....	Para	4-21-51	+	+	+	+	+	+	+	+	+	8+1-	
1303	Arizona Manhunt (60) Western.....	Rep	9-29-51	+	+	+	+	+	+	+	+	+	6+5-	
	As You Were (57) Comedy.....	LP												
1267	As Young as You Feel (77) Com.....	20th-Fox	6-9-51	+	+	+	+	+	+	+	+	+	8+3-	
1213	At War With the Army (93) Comedy.....	Para	12-16-50	+	+	+	+	+	+	+	+	+	8+1-	
B														
1264	Badmen's Gold (56) Western.....	UA	5-26-51	+	+	+	+	+	+	+	+	+	2+4-	
1300	Bannerline (87) Drama.....	MGM	9-22-51	+	+	+	+	+	+	+	+	+	6+2-	
1313	Barefoot Mailman, The (83) Comedy.....	Col	11-3-51	+	+	+	+	+	+	+	+	+	7+3-	
1304	Basketball Fix, The (70) Drama.....	Realart	9-29-51	+	+	+	+	+	+	+	+	+	5+4-	
1223	Bedtime for Bonzo (83) Comedy.....	U-1	1-20-51	+	+	+	+	+	+	+	+	+	8+1-	
1299	Behave Yourself! (81) Comedy.....	RKO	9-22-51	+	+	+	+	+	+	+	+	+	9+	
1236	Belle Le Grand (90) Drama.....	Rep	3-3-51	+	+	+	+	+	+	+	+	+	7+4-	
	Bend of the River (..) Drama.....	U-1												
1255	Best of the Badmen (84) Western.....	RKO	5-5-51	+	+	+	+	+	+	+	+	+	7+2-	
1258	Big Carnival, The (112) Drama.....	Para	5-12-51	+	+	+	+	+	+	+	+	+	8+2-	
	(Reviewed as Ace in the Hole)													
1277	Big Gusher (68) Adv-Dr.....	Col	7-14-51	+	+	+	+	+	+	+	+	+	6+4-	
1317	Big Night, The (75) Drama.....	UA	11-10-51	+	+	+	+	+	+	+	+	+	2+5-	
1239	Bird of Paradise (100) Drama.....	20th-Fox	3-17-51	+	+	+	+	+	+	+	+	+	10+2-	
	Blazing Bullets (51) Western.....	Mono												
1224	Blue Blood (72) Drama.....	Mono	1-20-51	+	+	+	+	+	+	+	+	+	6+2-	
1159	Blue Lamp, The (84) Drama.....	UA	6-24-50	+	+	+	+	+	+	+	+	+	7+3-	
1299	Blue Veil, The (114) Drama.....	RKO	9-22-51	+	+	+	+	+	+	+	+	+	12+	
1279	Bonanza Town (56) Western.....	Col	7-21-51	+	+	+	+	+	+	+	+	+	4+3-	
1330	Boots Malone (103) Drama.....	Col	12-22-51	+	+	+	+	+	+	+	+	+	5+	
1206	Born Yesterday (103) Comedy.....	Col	11-25-50	+	+	+	+	+	+	+	+	+	13+	
1234	Bowery Battalion (69) Comedy.....	Mono	2-24-51	+	+	+	+	+	+	+	+	+	5+2-	
1205	Branded (94) Western.....	Para	11-25-50	+	+	+	+	+	+	+	+	+	7+1-	
1257	Brave Bulls, The (108) Drama.....	Col	5-12-51	+	+	+	+	+	+	+	+	+	11+2-	
1317	Bride of the Gorilla (68) Drama.....	Realart	11-10-51	+	+	+	+	+	+	+	+	+	5+4-	
1281	Bright Victory (97) Drama.....	U-1	7-28-51	+	+	+	+	+	+	+	+	+	13+	
1322	Browning Version, The (90) Drama.....	U-1	11-24-51	+	+	+	+	+	+	+	+	+	7+1-	
1219	Buckaroo Sheriff of Texas (60) Western.....	Rep	12-30-50	+	+	+	+	+	+	+	+	+	4+5-	
1255	Bullfighter and the Lady (87) Drama.....	Rep	5-5-51	+	+	+	+	+	+	+	+	+	11+	
1330	Bushwhackers, The (73) Western.....	Realart	12-22-51	+	+	+	+	+	+	+	+	+	5+5-	
C														
1215	California Passage (90) Western.....	Rep	12-23-50	+	+	+	+	+	+	+	+	+	7+3-	
1320	Callaway Went Thataway (81) Comedy.....	MGM	11-17-51	+	+	+	+	+	+	+	+	+	9+	
1310	Calling Bulldog Drummond (81) Drama.....	MGM	10-20-51	+	+	+	+	+	+	+	+	+	6+2-	
1217	Call of the Klondike (67) Drama.....	Mono	12-23-50	+	+	+	+	+	+	+	+	+	5+3-	
1225	Call Me Mister (95) Musical.....	20th-Fox	1-27-51	+	+	+	+	+	+	+	+	+	8+1-	
	Canyon Raiders (54) Western.....	Mono											1+1-	
1270	Capt. Horatio Hornblower (117) Act-Dr.....	WB	6-16-51	+	+	+	+	+	+	+	+	+	12+	
	Captive of Billy the Kid (..) Western.....	Rep											1+	
1280	Casa Manana (73) Musical.....	Mono	7-21-51	+	+	+	+	+	+	+	+	+	2+5-	
1280	Cattle Drive (77) Western.....	U-1	7-21-51	+	+	+	+	+	+	+	+	+	8+	
1225	Cause for Alarm (73) Drama.....	MGM	1-27-51	+	+	+	+	+	+	+	+	+	7+3-	
1251	Cavalry Scout (78) Western.....	Mono	4-21-51	+	+	+	+	+	+	+	+	+	6+2-	
1314	Cave of Outlaws (76) Drama.....	U-1	11-3-51	+	+	+	+	+	+	+	+	+	6+2-	
1291	Chain of Circumstance (68) Drama.....	Col	8-25-51	+	+	+	+	+	+	+	+	+	6+7-	
1326	Chicago Calling (74) Drama.....	UA	12-8-51	+	+	+	+	+	+	+	+	+	5+6-	
1267	China Corsair (67) Act-Dr.....	Col	6-9-51	+	+	+	+	+	+	+	+	+	7+7-	
1315	Christmas Carol, A (86) Drama.....	UA	11-3-51	+	+	+	+	+	+	+	+	+	7+3-	
1330	Cimarron Kid, The (84) Drama.....	U-1	12-22-51	+	+	+	+	+	+	+	+	+	5+3-	
1248	Circle of Danger (86) Drama.....	UA	3-7-51	+	+	+	+	+	+	+	+	+	7+5-	
1307	Close to My Heart (90) Drama.....	WB	10-13-51	+	+	+	+	+	+	+	+	+	7+4-	
1305	Clouded Yellow, The (96) Drama.....	Col	10-6-51	+	+	+	+	+	+	+	+	+	6+1-	
	Colorado Ambush (52) Western.....	Mono											3+2-	
	Colorado Sundown (..) Western.....	Rep												
1300	Come Fill the Cup (113) Drama.....	WB	9-22-51	+	+	+	+	+	+	+	+	+	9+1-	
1271	Comin' Round the Mountain (77) Comedy.....	U-1	6-23-51	+	+	+	+	+	+	+	+	+	8+5-	
1220	Company She Keeps, The (83) Drama.....	RKO	12-30-50	+	+	+	+	+	+	+	+	+	6+4-	
1297	Corky of Gasoline Alley (70) Comedy.....	Col	9-15-51	+	+	+	+	+	+	+	+	+	5+3-	
1218	Courtespy Meets Scotland Yard (67) Drama.....	Col	12-23-50	+	+	+	+	+	+	+	+	+	6+5-	

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Parents'	New York	Summary
							Reprints			Reverey	Manning	Daily News	
1333	Crazy Over Horses (65) Comedy.....	Mono	1-12-52	+	+	+	+	+	+	+	+	+	4+4-
1291	Criminal Lawyer (74) Drama.....	Col	8-25-51	+	+	+	+	+	+	+	+	+	7+5-
1285	Crosswinds (93) Drama.....	Para	8-11-51	+	+	+	+	+	+	+	+	+	8+2-
1230	Cry Danger (79) Drama.....	RKO	2-10-51	+	+	+	+	+	+	+	+	+	10+1-
1247	Cuban Fireball (78) Com-Mus.....	Rep	4-7-51	+	+	+	+	+	+	+	+	+	4+3-
1294	Cyclone Fury (54) Western.....	Col	9-1-51	+	+	+	+	+	+	+	+	+	4+5-
1204	Cyrano de Bergerac (112) Drama.....	UA	11-18-50	+	+	+	+	+	+	+	+	+	14+
D													
1276	Dakota Kid, The (60) Western.....	Rep	7-7-51	+	+	+	+	+	+	+	+	+	6+6-
1285	Danger Zone (60) Drama.....	LP	8-11-51	+	+	+	+	+	+	+	+	+	4+3-
1288	Darling, How Could You! (96) Comedy.....	Para	8-18-51	+	+	+	+	+	+	+	+	+	3+3-
1292	David and Bathsheba (123) Drama.....	20th-Fox	8-25-51	+	+	+	+	+	+	+	+	+	14+
1296	Day the Earth Stood Still (92) Drama.....	20-Fox	9-8-51	+	+	+	+	+	+	+	+	+	11+
1253	Dear Brut (82) Comedy.....	Para	4-28-51	+	+	+	+	+	+	+	+	+	7+6-
1328	Death of a Salesman (113) Drama.....	Col	12-15-51	+	+	+	+	+	+	+	+	+	9+
1329	Decision Before Dawn (119) Drama.....	20th-Fox	12-22-51	+	+	+	+	+	+	+	+	+	11+
1305	Desert Fox, The (87) Drama.....	20th-Fox	10-6-51	+	+	+	+	+	+	+	+	+	9+1-
1328	Desert of Lost Men (54) Western.....	Rep	12-15-51	+	+	+	+	+	+	+	+	+	4+3-
1302	Detective Story (103) Drama.....	Para	9-29-51	+	+	+	+	+	+	+	+	+	13+
1296	Disc Jockey (77) Musical.....	Mono	9-8-51	+	+	+	+	+	+	+	+	+	6+2-
1326	Distant Drums (101) Drama.....	WB	12-8-51	+	+	+	+	+	+	+	+	+	7+1-
1207	Double Crossbones (75) Com-Mus.....	U-1	12-2-50	+	+	+	+	+	+	+	+	+	6+3-
1220	Double Deal (65) Drama.....	RKO	12-30-50	+	+	+	+	+	+	+	+	+	6+4-
1319	Double Dynamite (80) Comedy.....	RKO	11-17-51	+	+	+	+	+	+	+	+	+	7+3-
1308	Drums in the Deep South (87) Drama.....	RKO	10-13-51	+	+	+	+	+	+	+	+	+	7+3-
E													
1312	Elephant Stampede (71) Drama.....	Mono	10-27-51	+	+	+	+	+	+	+	+	+	4+4-
1318	Elopement (81) Comedy.....	20th-Fox	11-10-51	+	+	+	+	+	+	+	+	+	7+3-
1226	Enforcer, The (88) Drama.....	WB	1-27-51	+	+	+	+	+	+	+	+	+	9+1-
1262	Excuse My Dust (82) Mus-Com.....	MGM	5-26-51	+	+	+	+	+	+	+	+	+	10+
F													
1258	Fabiola (96) Drama.....	UA	5-12-51	+	+	+	+	+	+	+	+	+	6+3-
1315	Family Secret, The (85) Drama.....	Col	11-3-51	+	+	+	+	+	+	+	+	+	4+5-
1233	Father's Little Dividend (81) Comedy.....	MGM	2-24-51	+	+	+	+	+	+	+	+	+	14+
1271	Father Takes the Air (61) Comedy.....	Mono	6-23-51	+	+	+	+	+	+	+	+	+	4+5-
1247	Fat Man, The (77) Mys-Dr.....	U-1	4-7-51	+	+	+	+	+	+	+	+	+	7+5-
1320	FBI Girl (74) Drama.....	LP	11-17-51	+	+	+	+	+	+	+	+	+	3+4-
1329	Finders Keepers (75) Comedy.....	U-1	12-22-51	+	+	+	+	+	+	+	+	+	4+6-
1255	Fighting Coast Guard (86) Drama.....	Rep	5-5-51	+	+	+	+	+	+	+	+	+	8+3-
1241	Fingerprints Don't Lie (56) Drama.....	LP	3-17-51	+	+	+	+	+	+	+	+	+	4+4-
1253	First Legion, The (86) Drama.....	UA	4-28-51	+	+	+	+	+	+	+	+	+	8+1-
	First Time, The (..) Comedy.....	Col											
1256	Five (93) Drama.....	Col	5-5-51	+	+	+	+	+	+	+	+	+	8+
1323	Fixed Bayonets (92) Drama.....	20th-Fox	12-1-51	+	+	+	+	+	+	+	+	+	8+1-
1322	Flame of Araby (77) Drama.....	U-1	11-24-51	+	+	+	+	+	+	+	+	+	7+3-
1327	Flame of Stamboul (68) Drama.....	Col	3-10-51	+	+	+	+	+	+	+	+	+	7+5-
1329	Flaming Feather (78) Western.....	Para	12-22-51	+	+	+	+	+	+	+	+	+	5+2-
1317	Flight to Mars (71) Drama.....	Mono	11-10-51	+	+	+	+	+	+	+	+	+	4+2-
1281	Flying Leathernecks (102) Drama.....	RKO	7-28-51	+	+	+	+	+	+	+	+	+	8+1-
1244	Follow the Sun (90) Drama.....	20th-Fox	3-24-51	+	+	+	+	+	+	+	+	+	11+
1245	Footlight Varieties (61) Musical.....	RKO	3-31-51	+	+	+	+	+	+	+	+	+	6+3-
1292	Force of Arms (100) Drama.....	WB	8-25-51	+	+	+	+	+	+	+	+	+	9+2-
1209	For Heaven's Sake (92) Comedy.....	20th-Fox	12-9-50	+	+	+	+	+	+	+	+	+	10+
1336	For Men Only (93) Drama.....	LP	1-19-52	+	+	+	+	+	+	+	+	+	3+1-
1314	Fort Defiance (81) Drama.....	UA	11-3-51	+	+	+	+	+	+	+	+	+	8+1-
1298	Fort Dodge Stampede (60) Western.....	Rep	9-15-51	+	+	+	+	+	+	+	+	+	3+2-
	Fort Osage (70) Western.....	Mono											
1242	Fort Savage Raiders (54) Western.....	Col	3-17-51	+	+	+	+	+	+	+	+	+	4+3-
1260	Fort Worth (80) Super-West.....	WB	5-19-51	+	+	+	+	+	+	+	+	+	7+4-
1267	Four in a Jeep (97) Drama.....	UA	6-9-51	+	+	+	+	+	+	+	+	+	9+1-
1238	14 Hours (91) Drama.....	20th-Fox	3-10-51	+	+	+	+	+	+	+	+	+	13+
1261	Francis Goes to the Races (88) Com.....	U-1	5-26-51	+	+	+	+	+	+	+	+	+	12+
1212	Frenchie (80) West-Dr.....	U-1	12-9-50	+	+	+	+	+	+	+	+	+	8+3-
1270	Frogmen, The (96) Drama.....	20th-Fox	6-16-51	+	+	+	+	+	+	+	+	+	14+
1279	Fugitive Lady (78) Drama.....	Rep	7-21-51	+	+	+	+	+	+	+	+	+	3+4-
1235	Fury of the Congo (69) Act-Dr.....	Col	3-3-51	+	+	+	+	+	+	+	+	+	6+6-
G													
1220	Gambling House (80) Drama.....	RKO	12-30-50	+	+	+	+	+	+	+	+	+	7+6-
1257	Ghost Chasers (69) Comedy.....	Mono	5-12-51	+	+	+	+	+	+	+	+	+	5+4-
1287	G.I. Jane (62) Comedy.....	LP	8-18-51	+	+	+	+	+	+	+	+	+	3+3-
1332	Girl in Every Port, A (86) Comedy.....	RKO	1-5-52	+	+	+	+	+	+	+	+	+	5+3-
1328	Girl on the Bridge, The (77) Drama.....	20th-Fox	12-15-51	+	+	+	+	+	+	+	+	+	5+1-
1246	Go for Broke! (93) War-Dr.....	MGM	3-31-51	+	+	+	+	+	+	+	+	+	12+
1314	Golden Girl (108) Mus-Drama.....	20th-Fox	11-3-51	+	+	+	+	+	+	+	+	+	9+2-
1300	Golden Horde, The (76) Drama.....	U-1	9-22-51	+	+	+	+	+	+	+	+	+	5+1-
1308	Gold Raiders (56) Drama.....	UA	10-13-51	+	+	+	+	+	+	+	+	+	2+2-
1249	Goodbye, My Fancy (107) Comedy.....	WB	4-14-51	+	+	+	+	+	+	+	+	+	8+2-
1334	Greatest Show on Earth, The (151) Drama.....	Para	1-12-52	+	+	+	+	+	+	+	+	+	12
	Great Adventure, The (75) Drama.....	LP											
1252	Great Caruso, The (109) Drama.....	MGM	4-21-51	+	+	+	+	+	+	+	+	+	14+
1210	Great Missouri Raid, The (85) West-Dr.....	Para	12-9-50	+	+	+	+	+	+	+	+	+	8+1-
	Green Glove, The (..) Drama.....	UA											
1230	Groom Wore Spurs, The (81) Comedy.....	U-1	2-10-51	+	+	+	+	+	+	+	+	+	7+6-
1261	Guy Who Came Back, The (91) Dr.....	20-Fox	5-26-51	+	+	+	+	+	+	+	+	+	8+3-
1251	Gypsy Virg (63) Drama.....	Mono	4-21-51	+	+	+	+	+	+	+	+	+	3+3-

In the summary it is rated as 2 pluses, -- as 2 minuses.

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P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1335	Pals of the Golden West (68)	Western	Rep		1-19-52	+		±	+				3-1-
1293	Pardon My French (81)	Comedy	UA		9-1-51	+		±	±	±	±		4-5-
1261	Passage West (80)	Western	Para		4-26-51	+		±	±	±	±		8-2-
1234	Payment on Demand (90)	Drama	RKO		2-24-51	±	±	±	±	±	±		14+
1323	Pecos River (55)	Western	Col		12-1-51	+		±	±	±	±		4-2-
1274	Peking Express (85)	Drama	Para		6-30-51	±	±	±	±	±	±		8-4-
1291	People Against O'Hara (103)	Drama	MGM		8-25-51	±	±	±	±	±	±		10-2-
1287	People Will Talk (110)	Comedy	20th-Fox		8-18-51	+	±	±	±	±	±		12+
1334	Phone Call From a Stranger (96)	Drama	20th-Fox		1-12-52	+	±	±	±	±	±		6+
1279	Pickup (78)	Drama	20th-Fox		7-21-51	+	±	±	±	±	±		7-3-
1263	Pier 23 (59)	Drama	LP		5-26-51	±	±	±	±	±	±		5-5-
1288	Pistol Harvest (60)	Western	RKO		8-18-51	+	±	±	±	±	±		4-1-
1282	Place in the Sun, A (122)	Drama	Para		7-28-51	±	±	±	±	±	±		13+
1289	Poor of London (86)	Drama	U-I		8-18-51	±	±	±	±	±	±		7-3-
1212	Prelude to Fame (78)	Mus-Dr.	U-I		12-9-50	+	±	±	±	±	±		6+
1221	Pride of Maryland (60)	Drama	Rep		1-13-51	+	±	±	±	±	±		7-4-
1266	Prince Who Was a Thief (88)	Drama	U-I		6-2-51	+	±	±	±	±	±		8-1-
1256	Prowler, The (92)	Drama	UA		5-5-51	+	±	±	±	±	±		8-5-
1318	Purple Heart Diary (73)	Drama	Col		11-10-51	+	±	±	±	±	±		6-3-
1238	Quebec (85)	Drama	Para		3-10-51	±	±	±	±	±	±		5-5-
1244	Queen for a Day (107)	Drama	UA		3-24-51	+	±	±	±	±	±		8-2-
1320	Quo Vadis (172)	Drama	MGM		11-17-51	±	±	±	±	±	±		13+
1309	Racket, The (90)	Drama	RKO		10-20-51	+	±	±	±	±	±		6-3-
1309	Raging Tide, The (92)	Drama	U-I		10-20-51	±	±	±	±	±	±		6-3-
	Rashomon (..)	Drama	RKO										1+
1235	Raton Pass (84)	Western	WB		3-3-51	±	±	±	±	±	±		8-5-
1238	Rawhide (86)	West-Dr.	20th-Fox		3-10-51	±	±	±	±	±	±		10+
1288	Red Badge of Courage (69)	Drama	MGM		8-18-51	±	±	±	±	±	±		8-2-
1214	Redhead and the Cowboy (82)	Drama	Para		12-16-50	±	±	±	±	±	±		5-4-
1319	Red Mountain (84)	Western	Para		11-17-51	±	±	±	±	±	±		8-3-
	Red Skies of Montana (..)	Drama	20th-Fox										
	Retreat, Hell (..)	Drama	WB										
1302	Reunion in Reno (83)	Drama	U-I		9-29-51	+	±	±	±	±	±		6-3-
1216	Revenue Agent (72)	Drama	Col		12-23-50	+	±	±	±	±	±		7-5-
1284	Rhubarb (94)	Comedy	Para		8-4-51	±	±	±	±	±	±		10-1-
1230	Rhythm Inn (71)	Musical	Mono		2-10-51	±	±	±	±	±	±		5-3-
1276	Rich, Young and Pretty (95)	Musical	MGM		7-7-51	+	±	±	±	±	±		9+
1232	Ridin' the Outlaw Trail (56)	Western	Col		2-17-51	±	±	±	±	±	±		5-2-
1299	River, The (99)	Drama	UA		9-22-51	+	±	±	±	±	±		12-1-
1284	Roadblock (73)	Drama	RKO		8-4-51	+	±	±	±	±	±		4-4-
	Rearing City (57)	Drama	LP										1-1-
1284	Rodeo King and the Senorita (67)	West-Rep			8-4-51	±	±	±	±	±	±		5-2-
1333	Room for One More (95)	Comedy	WB		1-12-52	±	±	±	±	±	±		11+
1229	Rough Riders of Durango (60)	Western	Rep		2-10-51	+	±	±	±	±	±		6-2-
1229	Royal Wedding (92)	Musical	MGM		2-10-51	±	±	±	±	±	±		13+
1247	Saddle Legion (60)	Western	RKO		4-7-51	+	±	±	±	±	±		5-3-
1324	Sailor Beware (106)	Comedy	Para		12-1-51	+	±	±	±	±	±		9+
1275	St. Benny, the Dip (80)	Comedy	UA		7-7-51	±	±	±	±	±	±		5-3-
1084	Samson and Delilah (128)	Drama	Para		10-29-49	±	±	±	±	±	±		14+
1254	Santa Fe (89)	Western	Col		4-28-51	+	±	±	±	±	±		7-2-
1295	Saturday's Hero (111)	Drama	Col		9-8-51	±	±	±	±	±	±		9+
1278	Savage Drums (70)	Adv-Dr.	LP		7-14-51	±	±	±	±	±	±		4-5-
	Scandal Sheet (..)	Drama	Col										4-3-
1245	Scarf, The (86)	Drama	UA		3-31-51	±	±	±	±	±	±		9-3-
1302	Sea Hornet (84)	Drama	Rep		9-29-51	±	±	±	±	±	±		6-5-
1258	Sealed Cargo (90)	Mys-Dr.	RKO		5-12-51	±	±	±	±	±	±		8-1-
1226	Second Woman, The (91)	Drama	UA		1-27-51	±	±	±	±	±	±		7-3-
1274	Secret of Convict Lake, The (83)	Dr.10th-Fox			6-30-51	±	±	±	±	±	±		8-1-
1274	Secrets of Monte Carlo (60)	Drama	Rep		6-30-51	±	±	±	±	±	±		5-6-
1327	Sellout, The (83)	Drama	MGM		12-15-51	±	±	±	±	±	±		5-2-
1195	September Affair (104)	Drama	Para		10-15-51	±	±	±	±	±	±		9-1-
1327	Shadow in the Sky (78)	Drama	MGM		12-15-51	±	±	±	±	±	±		5-4-
1268	Show Boat (108)	Musical	MGM		6-9-51	±	±	±	±	±	±		14+
1272	Silver Canyon (70)	Western	Col		6-23-51	+	±	±	±	±	±		5-3-
1306	Silver City (90)	Drama	Para		10-6-51	±	±	±	±	±	±		6-2-
1246	Silver City Bonanza (67)	Western	Rep		3-31-51	±	±	±	±	±	±		6-3-
1273	Sirocco (98)	Drama	Col		6-30-51	±	±	±	±	±	±		7-4-
1264	Skippalong Rosenbloom (72)	Comedy	UA		5-26-51	+	±	±	±	±	±		4-3-
	Sky High (60)	Comedy	LP										
1311	Slaughter Trail (78)	Drama	RKO		10-27-51	±	±	±	±	±	±		4-3-
1259	Smuggler's Gold (64)	Adv-Dr.	Col		5-19-51	+	±	±	±	±	±		7-5-
1252	Smuggler's Island (75)	Drama	U-I		4-21-51	+	±	±	±	±	±		7-5-
	Smoky Canyon (..)	Western	Col										
1263	Snake River Desperadoes (54)	Western	UA		5-26-51	±	±	±	±	±	±		5-4-
1226	So Long at the Fair (85)	Drama	Col		1-27-51	±	±	±	±	±	±		9-1-
1316	South of Caliente (67)	Western	Rep		11-3-51	+	±	±	±	±	±		5-3-
1243	Soldiers Three (92)	Drama	MGM		3-24-51	±	±	±	±	±	±		8-1-
1315	Son of Dr. Jekyll, The (76)	Drama	Col		11-3-51	±	±	±	±	±	±		6-4-
1229	Spoilers of the Plains (67)	Western	Rep		2-10-51	±	±	±	±	±	±		6-2-
	Stagecoach Driver (52)	Western	Mono										2-2-
1313	Starlift (103)	Musical	WB		11-3-51	+	±	±	±	±	±		6-1-
	Steel Fist (73)	Drama	Mono										
1222	Steel Helmet, The (84)	Drama	LP		1-13-51	±	±	±	±	±	±		10-1-
1271	Stop That Cab (56)	Comedy	LP		6-23-51	±	±	±	±	±	±		1-2-
	Stormbound (60)	Drama	Rep										1-1-
	Stronghold (..)	Drama	LP										

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
1331	Storm Over Tibet (87)	Drama	Col		1-5-52	±	±	±	±	±	±		4-3-
1214	Storm Warning (91)	Drama	WB		12-16-50	±	±	±	±	±	±		5-
1314	Strange Door, The (80)	Drama	U-I		11-3-51	±	±	±	±	±	±		7-7-
1269	Strangers on a Train (101)	Drama	WB		6-16-51	±	±	±	±	±	±		10-
1321	Street Bandits (54)	Drama	Rep		11-24-51	±	±	±	±	±	±		3-8-
1270	Streetcar Named Desire, A (122)	Drama	WB		6-16-51	±	±	±	±	±	±		12-
1273	Strictly Dishonorable (94)	Drama	MGM		6-30-51	±	±	±	±	±	±		7-
1286	Strip, The (85)	Drama	MGM		8-11-51	±	±	±	±	±	±		7-2-
1294	Submarine Command (87)	Drama	Para		9-1-51	±	±	±	±	±	±		6-3-
1228	Superflood (80)	Super-West	WB		2-3-51	±	±	±	±	±	±		5-6-
1295	Sunny Side of the Street (71)	Musical	Col		9-8-51	±	±	±	±	±	±		5-3-
1201	Sun Sets at Dawn, The (71)	Drama	UA		11-11-50	±	±	±	±	±	±		6-5-
	Superman and the Mole Men (53)	Drama	LP										2-2-
1239	Sword of Monte Cristo (80)	Drama	20th-Fox		3-17-51	±	±	±	±	±	±		8-5-
T													
1269	Take Care of My Little Girl (93)	Mus. 20-Fox			6-16-51	±	±	±	±	±	±		7-3-
	Tales of Robin Hood (59)	Drama	LP										2-2-
1284	Tall Target, The (78)	Drama	MGM		8-4-51	±	±	±	±	±	±		8-1-
1318	Tanks Are Coming, The (90)	Drama	WB		11-10-51	±	±	±	±	±	±		7-3-
1228	Target Unknown (90)	Drama	U-I		2-3-51	±	±	±	±	±	±		7-2-
1244	Tarzan's Peril (79)	Drama	RKO		3-24-51	±	±	±	±	±	±		6-4-
1329	Tembo (80)	Documentary	RKO		12-22-51	±	±	±	±	±	±		5-3-
1313	Ten Tall Men (95)	Drama	Col		12-3-51	±	±	±	±	±	±		9-1-
1236	Teresa (105)	Drama	MGM		3-3-51	±	±	±	±	±	±		9-4-
1242	Texas Navy Crus (68)	Western	Col		3-17-51	±	±	±	±	±	±		4-4-
1298	Texas Carnival (77)	Musical	MGM		9-15-51	±	±	±	±	±	±		9-1-
	Texas Lawmen (54)	Western	Mono										
1266	Texas Rangers, The (74)	Western	Col		6-2-51	±	±	±	±	±	±		7-3-
	Texas City (..)	Drama	Mono										
1268	That's My Boy (98)	Comedy	Para		6-9-51	±	±	±	±	±	±		11-
1264	They Were Not Divided (102)	Drama	UA		5-26-51	±	±	±	±	±	±		4-3-
1250	Thing From Another World (86)	Drama	RKO		4-14-51	±	±	±	±	±	±		10-
1293	This Is Korea (50)	Documentary	Rep		9-1-51	±	±	±	±	±	±		8-
	This Woman Is Dangerous (..)	Drama	WB										
1225	13th Letter, The (85)	Drama	20th-Fox		1-27-51	±	±	±	±	±	±		10-
1232	Three Guys Named Mike (90)	Comedy	MGM		2-17-51	±	±	±	±	±	±		9-
1272	Three Steps North (85)	Drama	UA		6-23-51	±	±	±	±	±	±		7-4-
1252	Thunder in God's Country (67)	Western	Rep		4-21-51	±	±	±	±	±	±		6-3-
1285	Thunder on the Hill (84)	Drama	U-I		8-11-51	±	±	±	±	±	±		7-2-
1311	Too Young to Kiss (91)	Comedy	MGM		10-27-51	±	±	±	±	±	±		9-1-
1255	Tokyo File 212 (84)	Drama	RKO		5-5-51	±	±	±	±	±	±		6-6-
1222	Tomahawk (82)	Sup-West	U-I		1-13-51	±	±	±	±	±	±		7-1-
	Tomahawk Territory (..)	Western	UA										
1311	Tom Brown's School Days (93)	Drama	UA		10-27-51	±	±	±	±	±	±		9-
1288	Tomorrow Is Another Day (50)	Drama	WB		8-18-51	±	±	±	±	±	±		7-1-
1209	Try and Get Me (92)	Drama	UA		12-9-50	±	±	±	±	±	±		9-1-
	(Reviewed as Sound of Fury)												
1304	Two-Dollar Bettor (72)	Drama	Realart		9-29-51	±	±	±	±	±	±		7-3-
1274	Two Gals and a Guy (70)	Comedy	UA		6-30-51	±	±	±	±	±	±		3-6-
1273	Two of a Kind (75)	Drama	Col		6-30-51	±	±	±	±	±	±		7-5-
1309	Two Tickets to Broadway (106)	Musical	RKO		10-20-51	±	±	±	±	±	±		9-1-
U													
1216	Under the Gun (83)	Drama	U-I		12-23-50	±	±	±	±	±	±		7-4-
1310	Unknown Man, The (88)	Drama	MGM		10-20-51	±	±	±	±	±	±		6-4-
1315	Unknown World (63)	Drama	LP		11-3-51	±	±	±	±	±	±		2-4-
1236	Up Front (92)	War Drama	U-I		3-3-51	±	±	±	±	±	±		9-
1316	Utah Wagon Train (67)	Western	Rep		11-3-51	±	±	±	±	±	±		6-3-
V													
1234	Valentino (105)	Drama	Col		2-24-51	±	±	±	±	±	±		11-
1318	Valley of Fire (63)	Western	Col		11-10-51	±	±	±	±	±	±		5-2-
	Vanishing Outpost (..)	Western	Realart										2-2-
	Varieties on Parade (67)	Musical	LP										1-1-
1227	Vengeance Valley (82)	Sup-West	MGM		2-3-51	±	±	±	±	±	±		9-
W													
	Waco (..)	Western	Mono										
	Wanted: Dead or Alive (58)	Western	Mono										1-1-
1265	Warpath (95)	Drama	Para		6-2-51	±	±	±	±	±	±		8-2-
1324	Weekend With Father (83)	Comedy	U-I		12-1-51	±	±	±	±	±	±		6-
1295	Well, The (88)	Drama	UA		9-8-51	±	±	±	±	±	±		13-
1260	Wells Fargo Gunmaster (60)	Western	Rep		5-19-51	±	±	±	±	±	±		6-3-
1321	Westward the Women (116)	Drama	MGM		11-24-51	±	±	±	±	±	±		9-1-
1249	When I Grow Up (90)	Drama	UA		4-14-51	±	±	±	±	±	±		7-1-
1257	When the Redskins Ride (78)	Western	Col		5-12-51	±	±	±	±	±	±		6-4-
1294	When Worlds Collide (81)	Drama	Para		9-1-51	±	±	±	±	±	±		9-1-
1316	Whip Hand, The (81)	Drama	RKO		11-3-51	±	±	±	±	±	±		5-4-
	Whistling Hills (58)	Western	Mono										2-2-
1250	Whirlwind (70)	Western	Col		4-14-51	±	±	±	±	±	±		6-2-
1287	Whistle at Eaton Falls, The (96)	Drama	Col		8-18-51	±	±	±	±	±	±		7-4-
1260	Wicked City, The (76)	Drama	UA		5-19-51	±	±	±	±	±	±		1-3-
1325	Wild Blue Yonder, The (93)	Drama	Rep		12-8-51	±	±	±	±	±	±		6-3-
1335	Wild North, The (97)	Drama	MGM		1-19-52	±	±	±	±	±	±		2-
	Woman in the Dark (..)	Drama	Rep										1-
Y													
1232	Yank in Korea, A (73)	War-Drama	Col		2-17-51	±	±	±	±	±	±		7-3-
	Yellow Fin (74)	Drama	Mono										3-3-
1283	Yes Sir, Mr. Bones (53)	Musical	LP		8-4-51	±	±	±	±	±	±		3-4-
1292	You Never Can Tell (78)	Comedy	U-I		8-25-51	±	±	±	±	±	±		8-
1233	You're in the Navy Now (93)	Com. 20th-Fox			2-24-51	±	±	±	±	±	±		8-
	(Reviewed as U.S.S. Teakettle)												
	Yukon Manhunt (63)	Adv-Dr.	Mono										1-3-

FEATURE CHART

Feature productions by company in order of release. Number in square is national release date. Running time is in parentheses. Type of story is indicated by letters and combinations thereof as follows: (C) Comedy; (D) Drama; (CD) Comedy-Drama; (F) Fantasy; (M) Musical; (W) Western; (SW) Superwestern. Release number follows: (C) denotes COLUMBIA; (L) denotes LIPPERT; (M-G-M) denotes M-G-M; (M) denotes MONOGRAM. Winner. (C) denotes color photography. For review dates and Picture Guide page numbers, see Review Digest.

	COLUMBIA	LIPPERT	M-G-M	MONOGRAM
MARCH	Al Jennings of Oklahoma (79).....D..327 "M" (88).....D..347 Dash Wayne, Howard DaSilva, Luther Adler My True Story (67).....D..308 Willard Parker, Helen Walker, E. Blyden Flame of Stamboul (68).....D..314 Fort Savage Raiders (54).....W..365 Richard Denning, Lisa Ferraday Texans Never Cry (68).....W..352 Gene Autry, Pat Buttram, Mary Castle	Mask of the Dragon (53).....D..5013 Richard Travis, Sid Melton, Sheila Ryan Stop That Cab (56).....C..5014 Sid Melton, Iris Adrian, Marjorie Lord	Three Guys Named Mike (90).....C..119 Jane Wyman, Van Johnson, Howard Keel Inside Straight (87).....D..123 Dale Gribble, Arlene Dahl, Barry Sullivan Royal Wedding (92).....M..121 Fred Astaire, Jane Powell, Peter Lawford	Navy Bound (61).....C..5120 Tom Neal, Iris Adrian, Wendy Waldron Men From Sonora (54).....W..5141 Johnny Mack Brown, Lyle Talbot, Lee Roberts Gypsy Fury (63).....D..5192 Vivica Lindfors, Christopher Kent, R. Brent Lion Hunters, The (73).....D..5109 Johnny Sheffield, Ann Todd, Morris Ankrum
APRIL	Valentino (105).....D..320 Eleanor Parker, Anthony Dexter, R. Carlson Santa Fe (89).....W..330 Randolph Scott, Janis Carter, Jerome Courtland Fury of the Congo (69).....D..329 Johnny Weissmuller, Sherry Morland Whirlwind (70).....W..354 Gene Autry, Smiley Burnette, Gail Davis	Danger one (56).....D..5017 Hugh Beaumont, Edward Brophy, R. Travis Pier 23 (59).....D..5018 Hugh Beaumont, Ann Savage Roaring City (57).....D..5016 Hugh Beaumont, Richard Travis	Father's Little Dividend (81).....C..124 Spencer Tracy, Joan Bennett, Elizabeth Taylor Soldiers Three (92).....D..126 Walter Pidgeon, Stewart Granger, David Niven Great Caruso, The (109).....M..127 Mario Lanza, Ann Blythe, Dorothy Kirsten Painted Hills, The (68).....D..125 Lassie, Paul Kelly, Gary Gray, Ann Doran	Canyon Raiders (54).....W..5151 Whip Wilson, Fuzzy Knight, Phyllis Coates I was an American Spy (85).....D..AA19 Ann Dvorak, Gene Evans, Douglas Kennedy Ghost Chasers (69).....C..5112 Hunt Hall, Leo Gorcey, Bowery Boys Blazing Bullets (51).....W..5142 Johnny Mack Brown, Lois Hall Cavalry Scout (78).....W..5101 Audrey Long, Rod Cameron, Jim Davis According to Mrs. Hoyle (60).....D..5122 Spring, Blyington, Tams Chandler, Brett King Nevada Badman (58).....W..5152 Whip Wilson, Fuzzy Knight, Phyllis Coates
MAY	Brave Bulls, The (108).....D..321 Mel Ferrer, Miroslava, Anthony Quinn Her First Romance (73).....C..358 Margaret O'Brien, Allan Martin Jr., J. Hunt When the Redskins Rode (78).....W..339 Jon Hall, Mary Castle, James Seay Smuggler's Gold (64).....D..315 Cameron Mitchell, Amanda Blake, C. B. Reid Snake River Desperadoes (54).....W..366 Charles Starrett, Smiley Burnette, D. Reynolds	Kentucky Jubilee (67).....C..5007 Jerry Colonna, Jean Porter, James Ellison	Homa Town Story (61).....D..128 Donald Crisp, Jeffrey Lynn, Marjorie Reynolds Go for Broke! (93).....D..129 Van Johnson, Warner Anderson, L. Nakano	Casa Manana (73).....M..5116 Robert Clarke, Virginia Welles, R. Carnes Father Takes the Air (61).....C..5126 Raymond Walburn, Walter Catlett Montana Desperado (51).....W..5143 Johnny Mack Brown, Lois Hall
JUNE	Lorna Doone (84).....C..336 Barbara Hale, Richard Greene, Ron Randell Texas Rangers, The (74).....W..325 George Montgomery, Gale Storm, N. Berry Jr. China Corsair (67).....D..316 Jon Hall, Lisa Ferraday, Ron Randell Silver Canyon (70).....W..355 Gene Autry, Champion, Gail Davis	Little Big Horn (82).....W..5003 John Ireland, Marie Windsor, Lloyd Bridges Savage Drums (70).....W..5001 Sabu, Lita Baron, Sid Melton	Night Into Morning (86).....D..130 Ray Milland, John Hodiak, Nancy Davis No Questions Asked (81).....D..132 Arlene Dahl, George Murphy, Barry Sullivan Excuse My Dust (82).....M..133 Red Skelton, Sally Forrest, Macdonald Carey Kind Lady (78).....D..134 Ethel Barrymore, Maurice Evans, A. Lansbury Strictly Dishonorable (94).....D..131 Ezio Pinza, Janet Leigh, Millard Mitchell Show Boat (108).....M..135 Kathryn Grayson, Howard Keel, Ava Gardner Law and the Lady (104).....C..136 Greer Garson, Michael Wilding, Marjorie Main Teresa (105).....D..137 Pier Angeli, John Ericson, Patricia Collinge	Yukon Manhunt (63).....D..5123 Kirby Grant, Chinoak, Gail Davis Stagecoach Driver (52).....W..5153 Whip Wilson Let's Go Navy (68).....C..5113 Leo Gorcey, Hunt Hall, Tom Neal
JULY	Sirocco (98).....D..348 Humphrey Bogart, Lee J. Cobb, Maria Toren Hurricane Island (72).....D..349 Two of a Kind (75).....D..350 Edmond O'Brien, Elizabeth Scott, Terry Moore Big Gusher (68).....D..306 Wayne Morris, Preston Foster, Dorothy Patrick Bonanza Town (56).....W..367 Mask of the Avenger (83).....D..359 John Derek, Anthony Quinn, Jody Lawrence	G.I. Jane (62).....C..5012 Jean Porter, Tom Neal, Iris Adrian Yes Sir, Mr. Bones (53).....M..5019 All-Star Minstrel Show	Rich, Young and Pretty (95).....M..138 Jane Powell, Vic Damone, Danielle Darrieux Tall Target, The (78).....D..139 Dick Powell, Paula Raymond, Adolphe Menjou	Oklahoma Justice (56).....W..5144 Johnny Mack Brown, James Ellison
AUGUST	Whistle at Eaton Falls, The (96).....D..322 Lloyd Bridges, Dorothy Gish, C. Carpenter Never Trust a Gambler (79).....D..326 Dan Clark, Cathy O'Donnell, Tom Drake Pickup (78).....D..357 Beverly Michaels, Hugo Haas, Allan Nixon Cyclone Fury (54).....W..368 Charles Starrett, Smiley Burnette, F. Sears Chain of Circumstances (68).....D..309 Richard Grayson, Margaret Field, D. Fowley	Varieties on Parade (67).....M..5020 Jackie Coogan, All-Star Revue Lost Continent, The (82).....D..5004 Cesar Romero, Hillary Brooke, Chick Chandler	Strip, The (85).....D..140 Mickey Rooney, Sally Forrest, Monica Lewis People Against O'Hara (103).....D..201 Spencer Tracy, John Hodiak, Diana Lynn Angels in the Outfield (102).....D..202 Paul Douglas, Janet Leigh, Keenan Wynn Mr. Imperium (87).....M..203 Lana Turner, Ezio Pinza, Barry Sullivan Red Badge of Courage (69).....D..204 Audrey Murphy, Bill Mauldin, J. Dierkes	Wanted: Dead or Alive (58).....W..5154 Whip Wilson, Andy Clyde Joe Palooka in Triple Cross (60).....D..5118 Joe Kirkwood, Cathy Downs, James Gleason
SEPTEMBER	Saturday's Hero (111).....D..401 John Derek, Donna Reed, Sidney Blackmer Lady and the Bandit, The (79).....D..337 Louis Hayward, Patricia Medina, T.ully Sunny Side of the Street (71).....M..408 Frankie Laine, Billy Daniels, Terry Moore Magic Face, The (89).....D..402 Luther Adler, Patricia Knight, W. L. Shirer Corky of Gasoline Alley (70).....D..302 Hills of Utah (70).....W..356	Leave It to the Marines (66).....C..5005 Sid Melton, Mara Lynn As You Were (57).....C..5023 William Tracy, Joe Sawyer	Texas Carnival (77).....C..205 Red Skelton, Esther Williams, Howard Keel Bannerline (88).....D..206 Sally Forrest, Lionel Barrymore, K. Braxell Man With a Cloak (81).....D..207 Barbara Stanwyck, Joseph Cotten, L. Caron Across the Wide Missouri (81).....SW..208 Clark Gable, John Hodiak, M. E. Marquis	Disc Jockey (77).....M..AA21 Ginny Simms, Michael O'Shea, Jane Nigh Whistling Hills (58).....W..5145 Johnny Mack Brown, James Ellison Yellow Fin (74).....D..5108 Wayne Morris, Damian O'Flynn The Highwayman (82).....D..AA20 Philip Friend, Wanda Hendrix, C. Colburn Elephant Stampede (71).....D..5110 Johnny Sheffield, Donna Martell, E. Evanston
OCTOBER	Magic Carpet, The (84).....C..410 Luella Ball, John Agar, Patricia Medina Criminal Lawyer (74).....D..412 Pat O'Brien, Jane Wyatt, Jerome Cowan Mob, The (87).....D..407 Broderick Crawford, Betty Buchler, R. Killey Five (93).....D..371 William Phillips, Susan Douglas, Earl Lee Jungle Manhunt (66).....D..411 Kid From Amarillo, The (56).....W..488	Sky High (60).....C..5024 Sid Melton, Mara Lynn Highly Dangerous (81).....D..5029 Dane Clark, Margaret Lockwood, M. Gorin Unknown World (63).....D..5101 Bruce Kellogg, Marilyn Nash, Victor Killan	An American in Paris (113).....M..209 Gene Kelly, Leslie Caron, Oscar Levant Unknown Man, The (88).....D..210 Walter Pidgeon, Ann Harding, Barry Sullivan Too Young to Kiss (91).....C..211 Van Johnson, June Allyson, Gig Young	Lawless Cowboys (58).....W..5155 Whip Wilson Flight to Mars (71).....D..5103 Marguerite Chapman, Cameron Mitchell Crazy Over Horses (65).....C..5114 Leo Gorcey, Hunt Hall, David Gorcey The Longhorn (70).....W..5223 Bill Elliott, Phyllis Coates, Myron Healey
NOVEMBER	Barefoot Mailman, The (83).....C..404 Robert Cummings, Terry Moore, J. Courtland Harlem Globetrotters, The (80).....C..405 Thomas Gomez, Harlem Globetrotters Son of Dr. Jekyll, The (77).....D..409 Louis Hayward, Jody Lawrence, A. Knox Valley of Fire (63).....W..353 Gene Autry, Pat Buttram, Gail Davis	FBI Girl (74).....D..5002 Cesar Romero, Audrey Totter, George Brent Supernatural and the Mole Men (58).....D..5030 George Reeves, Phyllis Coates	Light Touch, The (107).....D..212 Stewart Granger, Pier Angeli, George Sanders Calling Bulldog Drummond (81).....D..213 Walter Pidgeon, Margaret Leighton Callaway Went Thataway (81).....C..214 Dorothy McGuire, Fred MacMurray, H. Keel It's a Big Country (89).....Doc..215 Ethel Barrymore, Gary Cooper, Van Johnson Westward the Women (116).....D..216 Robert Taylor, Denise Darcel, Julie Bishop Pandora and the Flying Dutchman (123).....D..217 Ava Gardner, James Mason, Nigel Patrick	Texas Lawmen (54).....W..5146 Johnny Mack Brown, James Ellison Northwest Territory (61).....D..5124 Kirby Grant, Chinoak Stego to Blue River (56).....W..5156 Whip Wilson Steel Fist (73).....D..5217 Roddy McDowall, Kristine Miller Texas City (..).....W..5241 Johnny Mack Brown, James Ellison Aladdin and His Lamp (66).....D..5299 Patricia Medina, John Sands, Richard Erdman
DECEMBER	Ten Tall Men (97).....D..413 Burt Lancaster, Jody Lawrence, G. Roland Man in the Saddle (87).....D..420 Randolph Scott, Joan Leslie, Ellen Drew Purple Heart Diary (73).....D..421 Frances Langford, Tony Romano, Ben Levy Family Secret, The (85).....D..414 Lee J. Cobb, John Derek, J. Lawrence Pecos River (55).....W..484 Charles Starrett, Smiley Burnette, F. Jenks	Tales of Robin Hood (59).....D..5008 Robert Clarke, Mary Hatchler	Invitation (..).....D..220 Dorothy McGuire, Van Johnson, Ruth Roman Shadow in the Sky (78).....D..221 Nancy Davis, Ralph Meeker, James Whitmore Lone Star (94).....D..222 Clark Gable, Ava Gardner, Broderick Crawford Sellout, The (83).....D..219 Walter Pidgeon, Audrey Totter	Night Raiders (52).....W..5251 Whip Wilson, Andy Clyde Fort Osage (72).....W..5102 Rod Cameron, Jane Nigh Waco (..).....W..5224 Bill Elliott, Peggy Stewart
JANUARY	Boots Malone (103).....D..419 William Holden, Johnny Stewart, S. Clements Indian Uprising (70).....D..417 George Montgomery, Audrey Long, C. B. Reid Storm Over Tibet (87).....D..416 Diana Douglas, Rex Reason, M. Healey Old West, The (61).....W..473 Gene Autry, Gail Davis, Pat Buttram Smoky Canyon (55).....W..483 Charles Starrett, Smiley Burnette	Navajo (70).....Doc..5104 Apache Indian cast Stronghold (..).....D..5107 Zachary Scott, Veronica Lake		
FEBRUARY	The First Time (..).....C..422 Robert Cummings, Barbara Hale, Mona Barrie Home Girl (..).....C..422 Joan Davis, Arthur Blake Hawk of the Wild River (..).....W..482 Charles Starrett, Smiley Burnette Death of a Salesman (113).....D..423 Freddie March, Mildred Dunnock, C. Mitchell			

FEATURE CHART

PARAMOUNT	RKO RADIO	REPUBLIC	20TH CENTURY-FOX	
Redhead and the Cowboy (82) D..5015 Glenn Ford, Rhonda Fleming, Alan Reed	Payment on Demand (90).....D..171 Betty Davis, Barry Sullivan, Kent Taylor	Silver City Bonanza (67).....W..5051 Rex Allen, Buddy Ebsen, Mary Ellen Kay	Sword of Monte Cristo (80).....D..106 George Montgomery, Barry Kewg, F. Gordon	MARCH
Mating Season, The (101).....C..5016 Gene Tierney, John Lund, Miriam Hopkins	Tarzan's Peril (79).....D..172 Lex Barker, Virginia Huston, George Macready	Cuban Fireball (78).....MC..5007 Estelita Rodriguez, Warren Douglas	Lucky Nick Cain (87).....D..108 George Raft, Coleen Gray, Charles Coburn	
Samson and Delilah (128).....D..5010 Victor Mature, Hedy Lamarr, George Sanders	Thing From Another World (86) D..174 Eduard Franz, Margaret Sheridan, James Arness	Oh! Susanna (90).....D..5008 Rod Cameron, Adrian Booth, Forrest Tucker	Bird of Paradise (100).....D..109 Louis Jourdan, Debra Paget, Jeff Chandler	APRIL
Molly (83).....C..5011 (Rev. as The Goldbergs)	Saddle Legion (60).....W..117 Tim Holt, Dorothy Malone, Richard Martin	Insurance Investigator (60).....D..5026 Richard Denning, Audrey Long, Hillary Brooke	Wholesale (91).....D..111 Dan Bailey, Susan Hayward, G. Sanders	
Gertrude Berg, Phillip Loeb	Footlight Varieties (61).....M..116 Jack Paar, Red Buttons, Leon Errol	Heart of the Rockies (67).....W..5042 Roy Rogers, Penny Edwards, Gordon Jones	14 Hours (91).....D..114 Paul Douglas, Richard Basehart, B. Bel Geddes	
Quebec (85).....D..5017 John Barrymore Jr., Corinne Calvet, P. Knowles	My Forbidden Past (70).....D..114 Ava Gardner, Melvyn Douglas, Robert Mitchum	Thunder in God's Country (67) W..5052 Rex Allen, Mary Ellen Kay, Buddy Ebsen	Follow the Sun (90).....D..112 Glenn Ford, Anne Baxter, Dennis O'Keefe	MAY
Lemon Drop Kid, The (91).....C..5018 Bob Hope, Marilyn Maxwell, Lloyd Nolan	Tokyo File 212 (84).....D..175 Florence Marly, Robert Peyton, K. Haida	Buckaroo Sheriff of Texas (60) W..5066 Michael Chaplin, Eileen Janssen	Rowhide (86).....SW..113 Tyrene Power, Susan Hayward, Hugh Marlowe	
Appointment With Danger (90) D..5019 Alan Ladd, Jan Sterling, Phyllis Calvert	Kon-Tiki (73).....D..173 Thor Heyerdahl, Knut Haugland	In Old Amarillo (67).....W..5043 Roy Rogers, Estelita Rodriguez, Penny Edwards	On the Riviera (89).....MC..115 Danny Kaye, Gene Tierney, Corinne Calvet	
Lust Outpost, The (89).....D..5020 Ronald Reagan, Rhonda Fleming, Peter Hanson	Sealed Cargo (90).....D..118 Dana Andrews, Claude Rains, Carla Balenda	Wells Fargo Gunmaster (60).....W..5061 Allan Lane, Mary Ellen Kay, C. Johnson	Half Angel (80).....D..116 Loretta Young, Joseph Cotten, Cecil Kellaway	JUNE
Dear Brut (82).....D..5021 Mona Freeman, Edward Arnold, Billy DeWolfe	Jungle Headhunters (65).....D..177 Lewis Collow, All Native Cast	Bullfighter and the Lady (87) D..5009 Robert Stack, Gilbert Roland, Virginia Grey	House on Telegraph Hill (93).....D..117 Richard Basehart, Valentina Cortes	
Trio (92).....D..5030 Jan Simmons, Michael Rennie, Anne Crawford	Best of the Badmen (84).....W..176 Robert Ryan, Claire Trevor, Jack Buettel	Million Dollar Pursuit (60).....D..5028 Penny Edwards, Grant Withers, Norman Budd	As Young As You Feel (77).....C..120 Monty Woolley, Thelma Ritter, David Wayne	
Passage West (80).....W..5022 John Payne, Arleen Whelan, Dennis O'Keefe	Hard, Fast and Beautiful (78).....D..119 Claire Trevor, Sally Forrest, Carleton Young	Fighting Coast Guard (86).....D..5010 Brian Donley, Forrest Tucker, Ella Raines	Guy Who Came Back, The (91).....D..118 Paul Douglas, Jean Bennett, Linda Darnell	JULY
Big Carnival, The (112).....D..5023 (Rev. as Ace in the Hole)	Happy Go Lovely (88).....M..262 David Niven, Vera-Ellen, Cesar Romero	The Dakota Kid (60).....W..5067 Michael Chaplin, Eileen Janssen, James Bell	Take Care of Little Girl (93) M..119 Jeanne Crain, Jean Peters, Dale Robertson	
Kirk Douglas, Jan Sterling, Porter Hall	Alice in Wonderland (75).....D..291 (Walt Disney cartoon)	Rodeo King and Senorita (67) W..5053 Rex Allen, Mary Ellen Kay, Buddy Ebsen	Frogman, The (96).....D..122 Dana Andrews, Gary Merrill, Richard Widmark	
Peking Express (85).....D..5024 Joseph Cotten, Corinne Calvet, Edmund Gwenn	Lili Marlene (73).....D..203 Lisa Danely, Hugh McDermott, J. Rhythe	Fugitive Lady (78).....D..5011 Janis Paige, Blinnie Barnes, Tony Centa	Secret of Convict Lake, The (83) D..123 Glenn Ford, Gene Tierney, Ethel Barrymore	AUGUST
That's My Boy (98).....C..5026 Dean Martin, Jerry Lewis, Ruth Hussey	Flying Leathernecks (102).....D..261 John Wayne, Robert Ryan, Janis Carter	This Is Korea (50).....Doc..5127	Mr. Belvedere Rings the Bell (88) C..124 Clifton Webb, Jeanne Dru, Hugh Marlowe	
Warpath (95).....D..5025 Edmond O'Brien, Dean Jagger, Forrest Tucker	Roadblock (73).....D..204 Charles McGraw, Joan Dixon, Lowell Gilmore	Fort Dodge Stampede (60).....W..5062 Allan "Rocky" Lane, Mary Ellen Kay	Meet Me After the Show (86) M..125 Betty Grable, Macdonald Carey, Rory Calhoun	SEPTEMBER
Here Comes the Groom (114).....C..5101 Bing Crosby, Jane Wyman, Franchot Tone	Pistol Harvest (60).....W..205 Tim Holt, Joan Dixon, Richard Martin	Arizona Manhunt (60).....W..5068 Michael Chaplin, Eileen Janssen, James Bell	People Will Talk (110).....C..126 Gary Grant, Jeanne Crain, F. Corrie	
Place in the Sun, A (122).....D..5102 Montgomery Clift, Elizabeth Taylor	His Kind of Woman (120).....D..201 Robert Mitchum, Jane Russell, Vincent Price	Havana Rose (77).....D..5124 Estelita Rodriguez, Hugh Herbert, B. Williams	Millionaire for Christy, A (90).....C..127 Fred MacMurray, Eleanor Parker, H. Cline	OCTOBER
Rhubarb (94).....C..5103 Ray Milland, Jan Sterling, Gene Lockhart	On the Loose (74).....D..202 Joan Evans, Melvyn Douglas, Lynn Bari	Adventures of Cpt. Fabian (100) D..5101 Errol Flynn, Michelle Prelle, V. Price	Day the Earth Stood Still (92).....D..129 Michael Rennie, Patricia Neal, H. Marlowe	
Crosswinds (93).....D..5104 John Payne, Rhonda Fleming, Forrest Tucker	Behave Yourself! (81).....CD..206 Farley Granger, Shelley Winters, W. Demarest	Sea Hornet, The (84).....D..5102 Rod Cameron, Adele Mara, Adrian Booth	Desert Fox, The (87).....D..130 James Mason, Jessica Tandy, C. Hardwicke	NOVEMBER
Darling, How Could You! (96).....C..5108 Joan Fontaine, John Lund, Mona Freeman	Hot Lead (61).....W..209 Tim Holt, Richard Martin, Joan Dixon	Utopia Wagon Train (67).....W..5054 Rex Allen, Penny Edwards, Buddy Ebsen	Journey into Light (87).....D..132 Sterling Hayden, Virena Lindsford, T. Mitchell	
Detective Story (103).....D..5111 Kirk Douglas, Eleanor Parker, W. Bendix	Slaughter Trail (78).....W..207 Brian Donley, Virginia Grey, A. Devine	South of Callente (66).....W..5151 Roy Rogers, Dale Evans, Douglas Fowley	No Highway in the Sky (98).....D..121 James Stewart, Marlene Dietrich, G. Johns	DECEMBER
Submarine Command (87).....D..5107 William Holden, Nancy Olson, W. Bendix	Drums in the Deep South (87).....D..211 James Craig, Barbara Payton, G. Madison	Street Bandits (54).....D..5130 Penny Edwards, Robert Clarke, Ross Ford	Love Nest (84).....C..131 June Haver, William Lundigan, Frank Fay	
When Worlds Collide (81).....D..5106 Richard Derr, Barbara Rush, J. Hoyt	The Blue Veil (114).....D..263 Jane Wyman, Charles Laughton, J. Blondell	Desert of Lost Men (54).....W..5063 Allan Lane, Mary Ellen Kay, R. Elliott	Let's Make It Legal (77).....C..133 Claudette Colbert, Macdonald Carey	JANUARY
Silver City (90).....D..5112 Yvonne DeCarlo, Edmond O'Brien, R. Arlen	Rocket, The (90).....D..210 Robert Mitchum, Elizabeth Scott, R. Ryan	Stormbound (60).....D..5032 Constance Dowling (Italian-language)	Anne of the Indies (81).....D..134 Jean Peters, Louis Jourdan, Debra Paget	
My Favorite Spy (93).....C..5110 Bob Hope, Hedy Lamarr, Francis L. Sullivan	Jungle of Chong (67).....D..208 Documentary of Thailand	Wild Blue Yonder, The (98).....D..5103 Vera Ralston, Wendell Corey, Phil Harris	Golden Girl (111).....M..136 Mitzi Gaynor, Dennis Day, D. Robertson	FEBRUARY
Hong Kong (91).....D..5109 Ronald Reagan, Rhonda Fleming, N. Bruce	Two Tickets to Broadway (106) M..264 Janet Leigh, Tony Martin, Eddie Bracken	Pals of the Golden West (68).....W..5152 Roy Rogers, Dale Evans, Estelita Rodriguez	Elopement (81).....C..141 Clifton Webb, Anne Francis, Wm. Lundigan	
Sailor Beware (106).....C..5114 Dean Martin, Jerry Lewis, Corinne Calvet	Whip Hand, The (81).....D..212 Elliott Reid, Carla Balenda, L. Tuttle	Honeychillo (89).....C..5121 Judy Carora, Eddie Foy Jr., Alan Hale Jr.	I'll Never Forget You (90).....D..142 Tyrona Power, Ann Blyth, Michael Rennie	
Fleming Feather (78).....W..5118 Sterling Hayden, Arleen Whelan, P. Tucker	Double Dynamite (80).....C..214 Jane Russell, Frank Sinatra, Groucho Marx	Women in the Dark (..).....D.. Penny Edwards, Ross Elliott	Girl on the Bridge, The (77).....D..139 Rugo Haas, Beverly Michaels, Robert Dane	
	On Dangerous Ground (82).....D..215 Ida Lupino, Robert Ryan, Ward Bond	Captive of Billy the Kid (..).....W.. Allan "Rocky" Lane	Fixed Bayonets (92).....D..140 Richard Basehart, Michael O'Shea, G. Evans	
	Overland Telegraph (60).....W..216 Tim Holt, Gail Davis, Richard Martin	A Lady Possessed (..).....D.. James Mason, June Haver, Pamela Kellins	Decision Before Dawn (119).....D..205 Gary Merrill, Richard Basehart	
	I Want You (102).....D..251 Dorothy McGuire, Dana Andrews, F. Granger	Hoodlum Empire (..).....D.. Brian Donley, Claire Trevor, F. Tucker	Model and the Marriage Broker (105).....C..201	
	Tembo (80).....Doc.. Howard Hill	Colorado Sundown (..).....W.. Rex Allen, Mary Ellen Kay	Japanese War Bride (91).....D..202 Don Taylor, Shirley Yamaguchi	
	Girl in Every Port, A(86).....C.. Groucho Marx, Marie Wilson, William Bendix		O'David and Bathsheba (116) D.. Gregory Peck, Susan Hayward, R. Mowery	
	Las Vegas Story (88).....D.. Jane Russell, Victor Mature, Vincent Price		Phone Call From a Stranger (94) D..204 Shelley Winters, Betty Davis, G. Merrill	
			Red Skies of Montana (..).....D.. Richard Widmark, Jeffery Hunter, C. Smith	

FEATURE CHART

UNITED ARTISTS		Type	Ref. No.
MARCH	Blue Lamp, The (84).....D..016		
	Jack Warner, Jimmy Hanley, Dirk Bogarde		
	Naughty Ariette (86).....C..226		
	My Outlaw Brother (82).....D..209		
	(Rev. as My Brother, the Outlaw)		
APRIL	Second Woman, The (91).....D..639		
	Robert Young, Betsy Drake, John Sutton		
	Circle of Danger (86).....D..207		
	Ray Milland, Patricia Roc, Marius Goring		
	So Long at the Fair (85).....D..270		
MAY	Badman's Gold (56).....W..262		
	Scarf, The (86).....D..644		
	Long Dark Hall, The (86).....D..214		
	Max Baer, Lilli Palmer, Tania Held		
	When I Grow Up (90).....D..215		
JUNE	Bobby Driscoll, Robert Preston, M. Scott		
	Skipalong Rosenbloom (72).....W..213		
	Max Baer, Jackie Coogan		
	Oliver Twist (105).....D..216		
	Man From Planet X (70).....D..647		
JULY	Try and Get Me (92).....D..643		
	(Rev. as Sound of Fury) Frank Lovejoy		
	First Legion, The (86).....D..648		
	Charles Boyer, Lyle Bettger, Leo G. Carroll		
	Odette (105).....D..652		
AUGUST	Anna Neagle, Trevor Howard, Marius Goring		
	Prowler, The (92).....D..650		
	Van Heflin, Evelyn Keyes, John Maxwell		
	Fabiola (96).....D..651		
	Michele Morgan, Henri Vidal, Michel Simon		
SEPTEMBER	Man With My Face, The (75).....D..659		
	Barry Nelson, Lynn Anier, C. Matthews		
	Three Steps North (85).....D..657		
	Lloyd Bridges, Lea Padovani, Aldo Fabrizi		
	Queen for a Day (107).....D..645		
OCTOBER	Phyllis Avery, Darren McGavin		
	Ho Ran All the Way (77).....D..646		
	John Garfield, Shelley Winters, W. Ford		
	Cyrano de Bergerac (113).....D..660		
	Jose Ferrer, Mala Powers, William Prince		
NOVEMBER	Hoodlum, The (61).....D..653		
	Lawrence Tierney, Allene Roberts, L. Galm		
	Pardon My French (81).....C..1402		
	Paul Henreid, Merle Oberon, P. Bonifas		
	Four in a Jeep (97).....D..1139		
DECEMBER	Vivica Lindfors, Ralph Meeker, M. Medwin		
	On New Mexico (74).....D..649		
	Lew Ayres, Marilyn Maxwell, Andy Devine		
	St. Benny, the Dip (80).....C..658		
	Dick Haymes, Nina Foch, Roland Young		
JANUARY	Two Gals and a Guy (70).....C..654		
	Janis Paige, Robert Alda, James Gleason		
	Obsessed (77).....D..1168		
	David Farrar, Geraldine Fitzgerald, R. Culver		
	Gold Raiders (56).....W..1172		
FEBRUARY	George O'Brien, Shella Ryan, L. Talbot		
	Mister Drake's Duck (76).....C..655		
	Douglas Fairbanks Jr., Yolande Donlan		
	Hotel Sahara (87).....D..1143		
	Yvonne DeCarlo, Peter Ustinov, R. Culver		
MARCH	Mr. Peek-a-Boo (74).....C..1146		
	Joan Greenwood, Marcel Arnold, H. Treville		
	Tom Brown's School Days (93).....W..1148		
	John Hodiak, Robert Newton		
	Fort Defiance (81).....D..1147		
APRIL	Dane Clark, Ben Johnson, Peter Graves		
	Christmas Carol, A (86).....D..1149		
	Alastair Sim, Kathleen Harrison, J. Warner		
	Big Night, The (75).....D..1152		
	John Barrymore Jr., Preston Foster, L. Loring		
MAY	Another Man's Poison (89).....D..1154		
	Bette Davis, Gary Merrill, E. Williams		
	Lady Says No, The (82).....C..1150		
	Joan Caulfield, David Niven, J. R. Justice		
	Chicago Calling (74).....D..1152		
JUNE	Dan Duryea, Mary Anderson, H. Elliott		
	Another Man's Poison (89).....D..1154		
	Bette Davis, Gary Merrill, E. Williams		
	Lady Says No, The (82).....C..1150		
	Joan Caulfield, David Niven, J. R. Justice		
JULY	Chicago Calling (74).....D..1152		
	Dan Duryea, Mary Anderson, H. Elliott		
	Another Man's Poison (89).....D..1154		
	Bette Davis, Gary Merrill, E. Williams		
	Lady Says No, The (82).....C..1150		
AUGUST	Joan Caulfield, David Niven, J. R. Justice		
	Chicago Calling (74).....D..1152		
	Dan Duryea, Mary Anderson, H. Elliott		
	Another Man's Poison (89).....D..1154		
	Bette Davis, Gary Merrill, E. Williams		
SEPTEMBER	Lady Says No, The (82).....C..1150		
	Joan Caulfield, David Niven, J. R. Justice		
	Chicago Calling (74).....D..1152		
	Dan Duryea, Mary Anderson, H. Elliott		
	Another Man's Poison (89).....D..1154		
OCTOBER	Bette Davis, Gary Merrill, E. Williams		
	Lady Says No, The (82).....C..1150		
	Joan Caulfield, David Niven, J. R. Justice		
	Chicago Calling (74).....D..1152		
	Dan Duryea, Mary Anderson, H. Elliott		
NOVEMBER	Another Man's Poison (89).....D..1154		
	Bette Davis, Gary Merrill, E. Williams		
	Lady Says No, The (82).....C..1150		
	Joan Caulfield, David Niven, J. R. Justice		
	Chicago Calling (74).....D..1152		
DECEMBER	Dan Duryea, Mary Anderson, H. Elliott		
	Another Man's Poison (89).....D..1154		
	Bette Davis, Gary Merrill, E. Williams		
	Lady Says No, The (82).....C..1150		
	Joan Caulfield, David Niven, J. R. Justice		
JANUARY	Chicago Calling (74).....D..1152		
	Dan Duryea, Mary Anderson, H. Elliott		
	Another Man's Poison (89).....D..1154		
	Bette Davis, Gary Merrill, E. Williams		
	Lady Says No, The (82).....C..1150		
FEBRUARY	Joan Caulfield, David Niven, J. R. Justice		
	Chicago Calling (74).....D..1152		
	Dan Duryea, Mary Anderson, H. Elliott		
	Another Man's Poison (89).....D..1154		
	Bette Davis, Gary Merrill, E. Williams		

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Type	Ref. No.
Abbott and Costello Meet the Invisible Man (82).....C..116	
Bud Abbott, Lou Costello, Nancy Guild	
Groom Wore Spurs, The (81).....C..114	
Ginger Rogers, Joan Davis, Jack Carson	
Air Cadet (94).....CD..115	
Stephen McNally, Alex Nicol, Gail Russell	
Up Front (92).....C..118	
David Wayne, Tom Ewell, Marina Berti	
Double Crossbones (75).....MC..119	
Donald O'Connor, Helena Carter, Will Geer	
Ma and Pa Kettle Back on the Farm (80).....C..117	
Marjorie Main, Percy Kilbride, Meg Randall	
Fat Man, The (77).....D..120	
J. Scott Smart, Rock Hudson, Julie London	
Katie Did It (81).....C..122	
Ann Blyth, Mark Stevens, Cecil Kellaway	
Smuggler's Island (75).....D..121	
Jeff Chandler, Evelyn Keyes, Philip Friend	
Apache Drums (75).....W..123	
Stephen McNally, Coleen Gray, Willard Parker	
Hollywood Story (77).....D..124	
Richard Conte, Henry Hull, Julia Adams	
Francis Goes to the Races (88).....C..125	
Donald O'Connor, Piper Laurie	
Prince Who Was a Thief (88).....D..126	
Tony Curtis, Piper Laurie, Cecil Kellaway	
Comin' Round the Mountain (77).....C..127	
Bud Abbott, Lou Costello, Dorothy Shay	
Iron Man (82).....D..130	
Jeff Chandler, Evelyn Keyes, Stephen McNally	
Mark of the Renegade (81).....D..129	
Ricardo Montalban, Cyd Charisse, J. C. Naish	
Cattle Drive (77).....W..128	
Joel McCrea, Dean Stockwell, Leon Ames	
Little Egypt (82).....CD..131	
Rhonda Fleming, Mark Stevens, Nancy Guild	
You Never Can Tell (78).....D..132	
Dick Powell, Peggy Dow, Charles Drake	
Thunder on the Hill (84).....D..133	
Claudette Colbert, Ann Blyth, R. Douglas	
Lady From Texas (78).....D..136	
Howard Duff, Mona Freeman, J. Hull	
Reunion in Reno (80).....C..135	
Mark Stevens, Peggy Dow, G. Perreau	
Golden Horde, The (76).....D..134	
David Farrar, Ann Blyth, G. Macready	
Lady Pays Off, The (80).....D..202	
Linda Darnell, Stephen McNally, G. Perreau	
Raging Tide, The (94).....D..203	
Shelley Winters, Richard Conte, C. Bickford	
Cave of Outlaws (76).....D..201	
Alexis Smith, Macdonald Carey, Victor Jory	
Strange Door, The (80).....D..204	
Charles Laughton, Boris Karloff, S. Forrest	
Weekend With Father (83).....C..206	
Van Heflin, Patricia Neal, Ogi Perreau	
Bright Victory (97).....D..208	
Arthur Kennedy, Peggy Dow, Nana Bryant	
Flame of Araby (77).....D..207	
Maureen O'Hara, Jeff Chandler, Lon Chaney	
Cimarron Kid, The (84).....D..213	
Audie Murphy, Beverly Tyler, Yvette Dugay	
Finders Keepers (75).....C..211	
Tom Ewell, Julia Adams, Evelyn Varden	
Band of the River (..).....D..	
James Stewart, Arthur Kennedy, Julia Adams	
Meet Danny Wilson (88).....C..205	
Frank Sinatra, Shelley Winters, Alex Nicol	
Here Come the Nelsons (73).....C..210	
Ozile Nelson, Harriet Hilliard and family	
Band of the River (..).....D..	
James Stewart, Arthur Kennedy, Julia Adams	
Meet Danny Wilson (88).....C..205	
Frank Sinatra, Shelley Winters, Alex Nicol	
Here Come the Nelsons (73).....C..210	
Ozile Nelson, Harriet Hilliard and family	

WARNER BROS.

Type	Ref. No.
Sugarfoot (80).....WD..016	
Randolph Scott, Adele Jergens, Raymond Massey	
Lightning Strikes Twice (91).....D..019	
Ruth Roman, Richard Todd, M. McCambridge	
Lullaby of Broadway (92).....M..020	
Doris Day, Gene Nelson, S. Z. Sakall	
Raton Pass (84).....W..021	
Dennis Morgan, Patricia Neal, Steve Cochran	
Only the Valiant (105).....SW..022	
Gregory Peck, Barbara Payton, Ward Bond	
I Was a Communist for the FBI (83).....D..023	
Frank Lovejoy, Dorothy Hart, Phillip Carey	
Goodbye, My Fancy (107).....C..024	
Joan Crawford, Robert Young, Frank Lovejoy	
Along the Great Divide (88).....SW..025	
Kirk Douglas, Virginia Mayo, John Agar	
Inside the Walls of Folsom Prison (87).....D..026	
Steve Cochran, David Brian, Phillip Carey	
Strangers on a Train (101).....D..027	
Farley Granger, Ruth Roman, Robert Walker	
Fort Worth (80).....SW..028	
Randolph Scott, David Brian, Phyllis Thaxter	
On Moonlight Bay (95).....M..029	
Doris Day, Gordon MacRae, Jack Smith	
Captain Horatio Hornblower (117).....D..030	
Gregory Peck, Virginia Mayo, R. Beatty	
Jim Thorpe—All American (105).....D..101	
Burt Lancaster, Charles Bickford, P. Thaxter	
Force of Arms (100).....D..102	
William Holden, Nancy Olson, Frank Lovejoy	
Tomorrow Is Another Day (90).....D..103	
Ruth Roman, Steve Cochran, L. Tuttle	
A Streetcar Named Desire (122).....D..104	
Vivien Leigh, Marlon Brando, Kim Hunter	
Painting the Clouds With Sunshine (87).....M..105	
Dennis Morgan, Virginia Mayo, S. Z. Sakall	
Come Fill the Cup (113).....D..106	
James Cagney, James Gleason, R. Massey	
Close to My Heart (90).....D..107	
Ray Milland, Gene Tierney, Fay Bainter	
Tanks Are Coming, The (90).....D..108	
Steve Cochran, Mari Aldon, Phillip Carey	
Starlift (103).....D..109	
Doris Day, Gordon MacRae, Ruth Roman	
Distant Drums (101).....D..111	
Gary Cooper, Mari Aldon, Richard Webb	
I'll See You in My Dreams (110).....M..112	
Doris Day, Danny Thomas, Frank Lovejoy	
Room for One More (95).....C..113	
Gary Grant, Betsy Drake, Iris Mann	
Retreat, Hell! (..).....D..	
Frank Lovejoy, Anita Louise, R. Carlson	
This Woman Is Dangerous (..).....D..	
Joan Crawford, Dennis Morgan, David Brian	

MISCELLANEOUS

Type	Ref. No.
ASTOR	
Border Fence (60).....D.. 8-15-51	
Walt Wayne, Lee Morgan	
Men of the Sea (70).....D.. 6- 1-51	
Roger Livesy, Margaret Lockwood	
REALART	
Basketball Fix, The (70).....D..Sept-51	
John Ireland, Vanessa Brown	
Bride of the Gorilla (68).....D..Nov-51	
Lon Chaney Jr., Barbara Payton	
Bushwackers, The (70).....W..Oct-51	
John Ireland, Dorothy Malone	
Two-Dollar Better (72).....D..Sept-51	
John Littel, Marie Windsor	
WESTERN ADVENTURE	
King of the Bullwhip (59) W.. 2- 1-51	
Lash LaRue, Fuzzy St. John, Anne Gwynne	
REISSUES	
ASTOR	
Bridge of San Luis Rey (91) D.. 5- 1-51	
Lynn Bari, Louis Calhern	
Dishonored Lady (85).....D.. 2-15-52	
Hedy Lamarr, Dennis O'Keefe	
Great John L., The (96).....D.. 7-15-51	
Linda Darnell, Rory Calhoun	
Guest in the House (121).....D.. 5-15-52	
Anne Baxter, Ralph Bellamy	
Hillbilly Blitzkrieg (63).....C.. 9- 1-51	
Bud Duncan, Edgar Kennedy	
Lady of Burlesque (91).....D.. 4- 1-52	
Barbara Stanwyck, Michael O'Shea	
Lucky the Outcast (80).....CD..8-15-51	
Harry Davenport, Jerry Hunter	
Mr. Ace (90).....D.. 6-15-51	
George Raft, Sylvia Sydney	
Private Snuffy Smith (67).....C..11-10-51	
Bud Duncan, Edgar Kennedy	
Strange Woman, The (100).....D.. 1- 5-52	
Hedy Lamarr, George Sanders	
COLUMBIA	
King of the Wild Horses (66) D.. Apr-51	
William Janney, Dorothy Appleby	
Konga, the Wild Stallion (..).....D..Feb-51	
Rochelle Hudson, Fred Stone	
RKO RADIO	
Cat People, The (..).....D..Feb-51	
Kent Smith, Simone Simon	
Hunchback of Notre Dame (..).....D..Feb-51	
Charles Laughton, Maureen O'Hara	
Snow White and the Seven Dwarfs (..).....CD..Feb-51	
Cartoon feature	
REALART	
Confessions of a Model (78) D.. 4- 1-51	
Danielle Darrieux, Douglas Fairbanks Jr.	
Doltons Ride Again (72).....D..Sept-51	
Alan Curtis, Lon Chaney	
Little Glent, The (91).....C.. 5- 1-51	
Bud Abbott, Lou Costello	
Prison Break (72).....D..June-51	
Barton MacLane, Constance Moore	
Secrets of a Sinner (63).....D.. 4- 1-51	
Madge Evans, John Boles, Bruce Cabot	
Time of Their Lives (91).....C.. 5- 1-51	
Bud Abbott, Lou Costello	
Warden of the Big House (78).....D..June-51	
Victor McLaglen, Jackie Cooper	
REPUBLIC	
Lost Planet Airmen (65).....D.. 7-25-51	
Tristram Coffin, Mae Clarke	
20th CENTURY-FOX	
Jesse James (106).....W..June-51	
Tyrone Power, Henry Fonda, Nancy Kelly	
Kentucky (96).....D..June-51	
Loretta Young, Richard Greene, Walter Brennan	
My Friend Flicka (89).....D..June-51	
Roddy McDowall, Preston Foster, Rita Johnson	
Return of Frank James (..).....W..June-51	
Henry Fonda, Gene Tierney, Henry Hull	
Smoky (87).....D..June-51	
Fred MacMurray, Anne Baxter, Bruce Cabot	
Thunderhead—Son of Flicka (78).....D..June-51	
Roddy McDowall, Preston Foster, Rita Johnson	
WARNER BROS.	
Captain Blood (98).....D..12-15-51	
Errol Flynn, Olivia DeHavilland	

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from BOXOFFICE review. + Very Good, + Good, ± Fair, - Poor, = Very Poor. D Indicates color photography.

SHORTS CHART

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
ASSORTED COMEDIES				
3426	Woo Woo Blues (16)	7-2-51	+	7-21
1951-52 SEASON				
4411	Pleasure Treasure (17)	9-10-51	
4412	She Took a Powder (16)	10-11-51	±	11-24
4413	Trouble in Laws (16)	10-11-51	±	12-1
4422	The Champ Steps Out (16)	11-15-51	±	12-8
4423	'Fraidy Cat (16)	12-13-51	±	1-5
4413	A Fool and His Honey (..)	1-10-52	
CANDID MICROPHONE				
(One-Reel Specials)				
3555	Subject No. 5 (10/2)	6-14-51	±	6-23
3556	Subject No. 6 (10)	8-15-51	
1951-52 SEASON				
4551	Subject No. 1 (10)	10-4-51	±	11-17
4552	Subject No. 2 (11)	12-6-51	±	12-22
CAVALCADE OF BROADWAY				
3654	New York After Midnight (11)	6-28-51	±	7-21
4651	The Gay Nineties (10)	11-15-51	
1951-52 SEASON				
4651	Eddie Condon's (10)	11-15-51	±	12-8
COLOR FAVORITES				
(Technicolor Reissues)				
3610	Alr Hostess (8)	6-21-51	±	6-23
3611	The Egg Hunt (7/2)	7-26-51	±	7-21
3612	Merry Manikins (8)	8-23-51	
1951-52 SEASON				
4601	The Horse on the Merry-Go-Round (7)	9-13-51	
3602	The Shoemaker and the Elves (8)	10-18-51	±	12-15
4603	Lucky Pigs (7)	11-8-51	±	12-15
4604	Holiday Land (7)	12-13-51	
4605	Snowtime (7)	1-17-52	
COMEDY FAVORITES				
(Reissues)				
3436	Phony Cronies (16/2)	6-14-51	±	6-30
1951-52 SEASON				
4431	She's Oil Mine (17/2)	9-20-51	±	10-20
4432	Midnight Blunders (17/2)	11-22-51	
4433	Olaf Laughs Last (17)	12-27-51	
JOLLY FROLICS				
(Technicolor)				
3503	Family Circus (6/2)	6-28-51	±	6-23
1951-52 SEASON				
4501	Georgie and the Dragon (7)	9-27-51	±	10-20
4502	Wonder Gloves (7)	11-29-51	±	12-8
4503	The Oomphs (7)	1-24-52	±	11-10
MR. MAGOO				
(Technicolor)				
4701	Fuddy Duddy Buddy (7)	10-18-51	±	11-17
4702	The Grizzly Goller (7)	12-20-51	±	1-5
SCREEN SNAPSHOTS				
3859	Hollywood Pie Throwers (9/2)	6-21-51	±	7-21
3860	The Great Director (9)	7-19-51	
1951-52 SEASON				
4851	Hollywood at Play (10/2)	9-13-51	±	10-20
4852	Hopalong in Hoppyland (9/2)	10-18-51	±	12-15
4853	Hollywood Goes Western (9)	11-15-51	
4854	Hollywood on a Sunday Afternoon (10/2)	12-20-51	
4855	Memories of Famous Hollywood Comedians (9)	1-24-52	
STOOGIE COMEDIES				
3408	Scrambled Brains (16)	7-5-51	±	7-21
1951-52 SEASON				
4401	Merry Mavericks (16)	9-6-51	
4402	The Tooth Will Out (16)	10-4-51	±	11-24
4403	Hula-La-La (16)	11-1-51	±	12-15
4404	Pest Man Wins (16)	12-6-51	±	12-22
4405	A Missed Fortune (16)	1-3-52	
TWO-REEL SPECIALS				
3440	A Day With the FBI (19)	7-21-51	±	5-26
VARIETY FAVORITES				
4951	Nora Morales & Orch. (11)	9-20-51	±	12-22
4952	Dick Stabile and Orch. (10)	10-25-51	
4953	Randy Brook & Orch. (11)	12-27-51	
WORLD OF SPORTS				
3809	Sunshine Sports (10)	6-28-51	±	7-21
3810	Anglers Aweligh (10)	7-26-51	
1951-52 SEASON				
4801	The Willie Hoppe Story (9)	9-22-51	±	10-20
4802	Flying Skis (9)	10-25-51	±	12-1
4803	Gymnastic Champions (10/2)	11-29-51	±	12-8
4804	Bicycle Thrills (10)	12-27-51	
SERIALS				
3160	Roar of the Iron Horse.. 15 Chapters	5-31-51	±	6-2
1951-52 SEASON				
3180	Mysterious Island	9-13-51	±	10-13
4120	Captain Video	12-27-51	±	1-5

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
CARTOONS				
(Technicolor)				
W-245	Symphony in Slang (7)	6-16-51	±	5-26
1951-52 SEASON				
W-331	Slicked-Up Pup (6)	9-8-51	±	10-13
W-332	Car of Tomorrow (6)	9-22-51	±	10-13
W-333	Nitwitty Kitty (7)	10-8-51	±	10-13
W-334	Inside Cackle Corners (9)	11-10-51	±	11-17
W-335	Droopy's Double Trouble (7)	11-17-51	±	11-24
W-338	Magical Maestro (7)	2-9-52	
FITZPATRICK TRAVELTALKS				
T-311	Glimpses of Argentina (8)	12-1-51	
GOLD MEDAL REPRINTS				
(Technicolor)				
W-265	Gallop'n' Gals (7)	6-2-51	±	5-26
W-266	The Bodyguard (7)	8-4-51	
1951-52 SEASON				
W-361	Puttin' On the Dog (7)	10-20-51	±	10-13
W-362	Mouse Trouble (7)	12-18-51	±	11-24
W-363	The Mouse Comes to Dinner (8)	1-19-52	
PEOPLE ON PARADE				
(Technicolor)				
P-216	Romantic Riviera (9)	6-23-51	
P-217	Glimpses of Morocco and Algiers (8)	8-4-51	±	10-13
P-218	Visiting Italy (8)	8-25-51	±	10-13
PETE SMITH SPECIALTIES				
S-259	Bandage Bait (9)	6-16-51	±	5-26
S-260	Bargain Madness (9)	7-14-51	
1951-52 SEASON				
S-351	Football Thrills No. 14 (10)	9-1-51	±	10-13
S-352	That's What You Think (9)	10-13-51	±	11-17
S-353	In Case You're Curious (8)	11-17-51	±	11-24
S-354	Reducing (..)	1-9-52	
S-355	Fishing Feats (..)	1-9-52	
TOM & JERRY CARTOONS				
(Technicolor)				
W-246	His Mouse Friday (7)	7-7-51	
1951-52 SEASON				
W-336	Cat-Napping (7)	12-8-51	
W-337	The Flying Cat (7)	1-2-52	
W-338	The Duck Doctor (7)	2-16-52	
Paramount				
Prod. No.	Title	Rel. Date	Rating	Rev'd
CASPER CARTOONS				
(Technicolor)				
B10-4	To Boo or Not to Boo (7)	6-8-51	±	6-30
B10-5	Boo Scout (8)	7-27-51	±	7-14
B10-6	Casper Comes to Clown (8)	8-10-51	±	9-8
1951-52 SEASON				
B11-1	Casper Takes a Bow Wow (7)	12-7-51	±	1-19
GRANTLAND RICE SPORTLIGHTS				
R10-11	City of Ball Tossers (10)	6-22-51	±	7-21
R10-12	Follow the Game Trails (10)	7-20-51	±	7-21
1951-52 SEASON				
R11-1	Allen's Animal Kingdom (10)	10-5-51	±	10-20
R11-2	Ridin' the Rails (10)	11-2-51	±	12-1
R11-3	Fresh Water Champs (10)	11-16-51	
R11-4	Water Jockey Hi-Jinks (10)	12-7-51	
R11-5	Ski-Lark in the Rockies (10)	12-7-51	±	12-22
KARTUNE				
X11-1	Vegetable Vaudeville (7)	11-9-51	±	11-24
X11-2	Snooze Reel (7)	12-28-51	
NOVELTOONS				
(Technicolor)				
P10-8	As the Crow Lies (6)	6-1-51	±	7-28
P10-9	Skip Us Some Redskin (7)	7-6-51	±	9-8
P10-10	Party Smokey (8)	8-3-51	±	9-8
1951-52 SEASON				
P11-1	Cat-Choo (7)	10-14-51	±	10-20
P11-2	Audrey the Rainmaker (8)	10-26-51	±	10-20
P11-3	Cat Tamale (7)	11-9-51	±	11-24
P11-4	By Leaps and Hounds (8)	12-14-51	
P11-5	Scout Fellow (8)	12-21-51	±	12-22
PACEMAKERS				
K11-1	Way Out West in Florida (10)	10-5-51	±	10-20
K11-2	Marmalade Bay (9)	10-5-51	±	10-20
K11-3	A Ring for Roberta (9)	11-2-51	±	11-17
K11-4	Cover the Everglades (10)	11-9-51	±	11-24
K11-5	The Littlest Expert on Football (10)	11-2-51	±	11-24

K11-6	Sadie Hawkins Day (10)	11-30-51
POPEYE CARTOONS (Technicolor)				
E10-7	Double Cross Country Race (7)	6-15-51	+ 6-30
E10-8	Pilgrim Popeye (7)	7-13-51	+ 7-14
1951-52 SEASON				
E11-1	Let's Slink Spinach (7)	10-19-51	± 10-20
E11-2	Punch and Judo (7)	11-16-51	± 12-1
POPEYE CHAMPIONS (Reissues)				
Z11-1	Anril Chorus Girl (7)	10-5-51	± 9-8
Z11-2	Spinach Packin' Popeye (7)	10-5-51	± 9-15
Z11-3	She Sick Sailors (6)	10-5-51	± 9-8
Z11-4	For Better or Nurse (7)	10-5-51	+ 9-15
SCREEN SONGS (Color)				
X10-6	Sing Again of Michigan (7)	6-29-51	+ 7-14
TOPPER				
M11-1	Barnyard Babies (10)	11-2-51	± 11-17
M11-2	Everything's Ducky (10)	12-28-51	+ 1-19
RKO Radio				
Prod. No.	Title	Rel. Date	Rating	Rev'd
COMEDY SPECIALS				
13,406	From Rogues to Riches (15)	7-6-51	± 9-1
1951-52 SEASON				
23,401	Hollywood Honey-moon (16)	9-28-51	+ 11-24
23,402	Fat and Foolish (15)	11-23-51	+ 12-22
23,403	Newlyweds' House Guest (..)	1-18-52
23,404	Good Night Nurse (..)	3-7-52
EDGAR KENNEDY (Reissues)				
23,501	Mad About Moonlight (19)	9-7-51
23,502	It Happened All Night (19)	9-28-51
23,503	An Apple In His Eye (14)	10-28-51
23,504	Slightly at Sea (16)	11-16-51
DISNEY CARTOONS (Technicolor)				
14,115	Test Pilot Donald (7)	6-8-51	+ 6-23
14,116	Tomorrow We Ditch (7)	6-29-51	+ 6-23
14,705	Polar Trappers (8)	7-6-51	+ 7-21
14,117	A Lucky Number (7)	7-20-51	+ 6-23
14,118	R'Coon Dawg (7)	8-10-51	+ 6-23
14,706	Old Mill (9)	8-24-51	± 9-8
1951-52 SEASON				
24,101	Get Rich Quick (6)	8-31-51	± 12-1
24,102	Cold Turkey (7)	9-21-51
24,103	Fathers Are People (9)	10-12-51	± 11-24
24,104	Out of Scale (7)	11-2-51	± 12-15
24,105	No Smoking (6)	11-23-51	± 1-5
24,106	Bee on Guard (6)	12-14-51	± 1-8
24,107	Donald's Lion (..)	1-4-52
24,108	Donald Applectore (..)	1-18-52
24,109	Lambert, the Sheepish Lion (..)	12-24-51
24,110	Hello Aloha (..)	2-24-52
24,111	Two Chips and a Miss (..)	3-21-52
24,112	Man's Best Friend (..)	4-4-52
24,113	Let's Stick Together (..)	4-25-52
LEON ERROL COMEDIES				
13,706	Deal Me In (16)	8-3-51
1951-52 SEASON				
23,701	Lord Epping Returns (19)	10-21-51	± 11-2
23,702	Too Many Wives (16)	12-21-51
MELODY TIME				
23,201	Tex Beneke and the Glenn Miller Orch. (18)	10-5-51
23,202	Let's Make Rhythm (20)	11-9-51
PATHE SPORTSCOPES				
14,310	Ted Williams (8)	6-1-51	± 6-2
14,311	Lake Texoma (8)	6-29-51	± 7-2
14,312	Rainbow Chasers (8)	7-27-51	+ 9-9
14,313	Bridle Belles (8)	8-24-51
1951-52 SEASON				
24,301	Channel Swimmer (8)	9-28-51
24,302	Teardown Town (8)	10-19-51	± 12-1
24,303	Backyard Hokey (8)	11-10-51	+ 12-15
24,304	Feathered Bullets (..)	12-14-51
24,305	Winter Holiday (..)	1-11-52
SCREENLINERS				
14,211	Card Sharp (9)	6-15-51	+ 7-1
14,212	Cleopatra's Playground (9)	7-13-51	+ 9-1
14,213	Antique Antics (8)	8-10-51	± 9-1
1951-52 SEASON				
24,201	Recording Session (9)	9-7-51
24,202	Icebreaker (9)	10-5-51
24,203	America's Singing Boys (10)	11-2-51	± 12-1
24,204	Riders of the Amnes (8)	11-30-51	± 1-1
24,205	Man With a Record (..)	12-14-51

SHORTS CHART

NAME BAND MUSICALS				
6309 Sportsmen and Ziggy	Elman's Orch. (15)	6-13-51	+	5-12
6310 Teresa Brewer and Firehouse Five Plus Two	(15) 6-27-51	+	6-30	
1951-52 SEASON				
7301 Tammy Dorsey and His Orchestra	(15)	11-7-51	±	11-10
7302 Woody Herman's Varieties	(15)	12-5-51	±	11-17
7303 Nat King Cole and the Joe Adams Orch.	(15)	1-9-52		
7304 Dick Stabile and His Orch.	(15)	1-30-52		
TWO-REEL SPECIALS				
6202 Arnold the Deneb	(18)	8-8-51	±	7-14
1951-52 SEASON				
7201 Danger Under the Sea	(16 1/2)	12-10-51	±	11-10
TECHNICOLOR CARTUNES (Reissues)				
6329 Jungle Jive (7)		6-18-51	+	6-23
6330 Who's Cookin' Who? (7)		7-16-51		
6331 Pied Piper of Basin Street (7)		8-20-51		
6332 100 Pygmies and Andy Panda (7)		9-17-51		
6333 The Fox and the Rabbit (7)		10-15-51		
1951-52 SEASON				
7321 Loose Nut (7)		10-24-51	+	12-8
7322 About Ben Boogie (7)		11-19-51	±	12-8
7323 Painter and Pointer (7)		12-12-51	±	12-8
7324 Bouncing Buddies (7)		1-7-52		
7325 Slippery King of Polaro (7)		2-4-52		
7326 Crow Crazy (7)		3-3-52		
7327 Reckless Driver (7)		3-31-52		
7328 Peet and Peasant (7)		4-28-52		
VARIETY VIEWS				
6346 Clubby Cub (9)		6-18-51	±	5-12
6347 Remo Land (9)		8-6-51	±	7-21
6348 Monkey Island (9)		9-10-51	±	7-14
1951-52 SEASON				
7341 Italian Interlude (9)		11-5-51	±	12-8
7342 Brooklyn Goes South (9)		1-21-52		
7343 Sail Ho! (9)		2-25-52		
7344 Rhythm on the Reef (9)		4-14-52		
WOODY WOODPECKER CARTUNES (Technicolor)				
6354 Sling Shot (7)		7-23-51	+	6-30
6355 Redwood Sap (7)		10-1-51	±	9-15
6356 Woody Woodpecker Polka (7)		10-29-51	±	9-15
1951-52 SEASON				
7351 Destination Meatball (7)		12-24-51	±	11-10
7352 Little Monster (7)		2-25-52		

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
BLUE RIBBON HIT PARADE (Technicolor Reissues)				
7311 Stagefright (7)		6-23-51		
7312 Sioux Me (7)		7-21-51		
7313 The Stupid Cupid (7)		9-1-51		
1951-52 SEASON				
8301 Holiday for Sheerlings (7)		9-15-51		
8302 Lady in Red (7)		10-13-51		
8303 Sniffles and Bookworm (7)		11-10-51		
8304 Goldilocks Jivin' Bears (7)		12-1-51		
8305 Of Three I Sing (7)		1-12-52		
BUGS BUNNY SPECIALS (Technicolor)				
7725 French Rarebit (7)		6-30-51		
7726 His Hare Raising Tale (7)		8-11-51	+	9-8
1951-52 SEASON				
8723 Ballet Box Bunny (7)		10-6-51	±	11-24
8724 Big Top Bunny (7)		12-1-51	±	1-19
8725 Operation Rabbit (7)		1-19-52		
FEATURETTES				
7106 Law of the Badlands (20)		8-4-51		
1951-52 SEASON				
8101 The Knife Thrower (20)		9-29-51	±	10-20
8102 A Laugh a Day (20)		11-24-51	±	1-19
8103 I Won't Play (20)		12-29-51		
HIT PARADE OF GAY NINETIES				
7806 Musical Memories (9)		6-30-51		
7803 The Naughty 20s (9)		8-18-51		
JOE McDOAKES COMEDIES				
7485 So You Want to Be a Paperhanger (10)		6-2-51	+	7-14
7486 So You Want to Buy a Used Car (10)		7-28-51	±	9-8
1951-52 SEASON				
8401 So You Want to Be a Bachelor (10)		9-22-51	±	11-10
8402 So You Want to Be a Plumber (10)		11-10-51		
8403 So You Want to Get a Wholesale (10)		1-12-52		
MELODY MASTERS BAND 1951-52 SEASON				
8801 U.S. Army Band (10)		10-13-51	±	12-1
8802 Jan Garber and Orch. (10)		11-17-51		

MERRIE MELODIES

(Color)				
7712 Hound for Trouble (7)		4-28-51	+	6-2
7713 Early to Bed (7)		5-12-51	±	6-9
7714 Room and Bird (7)		6-2-51	±	7-14
7715 Chow Hound (7)		6-16-51	±	7-14
7716 Wearing of the Grin (7)		7-14-51		
7717 Lighorn Swaggled (7)		7-28-51	±	9-15
7718 Cheese Chasers (7)		8-25-51	±	9-8
1951-52 SEASON				
8701 Lovelorn Lighorn (7)		9-8-51	±	11-10
8702 Twenty's S.O.S. (7)		9-22-51	±	11-10
8703 A Bear for Punishment (7)		10-20-51		
8704 Sleepy Time Possum (7)		11-3-51	+	1-19
8705 Drip-Along Daffy (7)		11-17-51	±	1-19
8706 Tweet Tweet Twenty (7)		12-15-51		
8707 The Prize Pest (7)		12-22-51		
8708 Who's Kitten Who (7)		1-5-52		
SPORTS PARADE (Technicolor)				
7507 Hawaiian Sports (10)		5-12-51	+	6-9
7508 Birds and Beasts Were There (10)		6-16-51	±	6-30
7509 Making Mounties (10)		7-14-51	±	9-15
7510 Kings of the Outdoors (10)		8-18-51		
1951-52 SEASON				
8501 Art of Archery (10)		10-6-51	±	10-20
8502 Cowboy's Holiday (10)		11-3-51	±	12-1
8503 Every Dog Has His Day (10)		12-22-51		
TECHNICOLOR SPECIALS				
7006 Stranger in the Lighthouse (20)		5-5-51	±	6-2
7007 Sons of the Plains (19)		6-9-51	±	6-30
7008 Enchanted Islands (20)		8-4-51	±	9-8
1951-52 SEASON				
8001 Winter Wonders (20)		9-8-51	±	11-10
8002 Ride, Cowboy, Ride (20)		10-27-51	±	11-17
8003 Lincoln in the White House (20)		12-8-51	±	1-19
8004 Land of the Trembling Earth (10)		1-26-52		
VITAPHONE NOVELTIES				
7607 World of Kids (10)		6-23-51	±	6-30
7608 Disaster Fighters (10)		8-11-51	±	9-8
1951-52 SEASON				
8601 To Bee or Not to Bee (10)		9-15-51	±	11-10
8602 Lighter Than Air (10)		10-20-51		
8603 Stop! Look and Laugh (10)		10-20-51	±	11-24

MISCELLANEOUS

Prod. No.	Title	Rel. Date	Rating	Rev'd
Monogram				
LITTLE RASCALS (Reissues)				
Choo-Choo (7)		10-28-51		
Bargain Day (7)		11-11-51		
Fly My Kite (7)		11-25-51		
Shiver My Timbers (7)		12-9-51		
Spanky (7)		12-23-51		
Male and Female (7)		11-11-51		
Hide and Shriek (7)		11-25-51		
Roamin' Holiday (7)		12-9-51		
Framing Youth (7)		12-23-51		
Second Childhood (20)		1-6-52		
Pigskin Palooka (10)		1-6-52		
Shrimps for a Day (20)		1-20-52		
Three Men in a Tub (10)		1-20-52		
Fish Hooky (7)		2-3-52		
Came the Brawn (7)		2-3-52		
Sprucin' Up (7)		2-17-52		
Feed 'Em and Weep (7)		2-17-52		
Republic				
SERIALS				
5083 Perils of the Darkest Jungle		6-9-51		
12 Chapters (reissue)				
5084 Don Daredevil Rides Again				
12 Chapters				
5181 Government Agents vs. Phantom Legion		7-14-51		
12 Chapters				
5182 Pirates' Harbor		9-26-51		
15 Chapters				
THIS WORLD OF OURS (Trucolor)				
5074 England (9)		4-15-51		
5075 Hawaii (9)		5-15-51		
5076 Greece (9)		6-15-51		
1951-52 SEASON				
5085 Belgium (9)		7-15-51		
5086 Switzerland (9)		9-1-51		
5087 Italy (9)		11-1-51		
5088 Egypt (9)		12-15-51		
Independents				
Salzburg Fiesta (12 1/2)	Hoffberg		+	5-5
The Beautiful Blue Danube (12 1/2)	Hoffberg		+	5-5
Polkas (12 1/2)	Hoffberg		+	5-5
United Nations Screen Magazine No. 5 (10)	UN		+	5-12
United Nations Screen Magazine No. 6 (10)	UN		+	5-12
United Nations Screen Magazine No. 8 (10)	UN		+	5-12
W. B. Yeats—A Tribute (24)	Brandon Films		±	6-9
Pacific 231 (10)	Pathe Cin.		±	11-10

SHORTS REVIEWS

Holiday Land

Columbia (Color Favorites) 7 Mins.

Fair. Originally released in 1934, this early color cartoon has a clever idea, which has been done to death in more recent cartoons. Also, the color is rather pale and lacking in sharpness. A little boy falls asleep and, in his slumbers, is treated to a veritable parade of holidays. Christmas, New Year's, Easter, etc., each have their own ceremonies.

Midnight Blunders

Columbia 18 Mins.

(Comedy Favorites)

Fair. A reprint of a comedy in the series which starred Tom Kennedy and Monte Collins and was only mildly amusing when it was first shown. The pair are special policemen assigned to guarding a bank at night. While Tom bemoans that "nothing ever happens," crooks proceed to clean out the vaults. A wooden-legged crook and a mechanical monster, whose wires go out of control, are also involved in the ridiculous doings.

Hollywood Goes Western

Columbia 9 Mins.

(Screen Snapshots)

Fair. Moviegoers expect to see their favorites in off-screen moments in this series but the current issue is more of a plug for Gene Autry's rodeo show. The occasion is the third annual Sheriff's Rodeo in Los Angeles and Gene is shown putting on some stunts with his horse, Champion. Randolph Scott, Chill Wills and Lucille Norman, who was rodeo queen, are the only other film stars shown. Monte Montana, trick rider and roper, goes through a few stunts.

So You Want to Be a Plumber

(Joe McDoakes Comedy)

Warner Bros. 10 Mins.

Fair. Scorning the services of a plumber, Joe "Behind the 8 Ball" McDoakes tries to repair his leaky cellar pipes, assisted by his pal Marvin. As a result, they are locked in a flooded basement, but are saved from drowning by a trap door in the cellar floor. All the water goes down the drain and so does Joe. Later he crawls out of a sewer, still insisting he doesn't need a plumber. The humor is a bit watered-down in this one.

Latuko

American Museum of Natural History 50 Mins.
(African Documentary)

Good. In selected situations, principally the so-called "art houses," this photographic record of an African safari, sponsored by the American Museum of Natural History, has undeniable entertainment and exploitation value. The Technicolor photography and on-the-spot sound track are excellent, and the well-integrated sequences in which unclad natives of both sexes appear to contribute to the aura of stark authenticity. However, these scenes and other gory interludes dealing with tribal cultures may adversely affect the squeamish among picture-goers, and hence mitigate against general bookings. The film was made under the supervision of Edgar M. Queeny, of the museum, and distribution arrangements have not yet been set. It had a recent test run in St. Louis and was due to open January 18 for a Los Angeles first run engagement.

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THEATRE.....

STREET ADDRESS.....

TOWN.....

STATE.....

NAME.....

POSITION.....

CLEARING HOUSE

HELP WANTED

Manager: One experienced operating theatre in industrial community. Must be aggressive expeller. Good salary and working conditions. Group and family insurance. Sell yourself in first letter. Give reason for wanting change. Letter in confidence. Position in Midwest. Boxoffice, 4542.

Drive-in manager wanted. Man to manage large super de luxe drive-in located in the Southeast. 12-month operation. Fine opportunity for the right man. Send picture, information regarding past theatre experience, salary expected, etc., to Boxoffice, 4543.

Projectionist, general maintenance. Small town New Mexico. Starting salary \$45 weekly. Boxoffice, 4544.

Wanted: Exploitation, promotion, assistant manager. First run theatre, midwestern town 30,000. All product available. Must be go-getter; best references, good habits, dependable. Real producer can write own ticket. Boxoffice, 4515.

Drive-in theatre manager, metropolitan area: state age, salary and experience. Boxoffice, 4551.

Drive-in manager of ability can place himself in a position that will give opportunity and monetary return. Northern Ohio location. Give full drive-in experience and expectancy. Write Boxoffice, 4552.

Outdoor theatre manager, all year around employment. Our theatre one of finest in the country and requires man of all around outdoor operation know-how. Group and family insurance. Give all information in first letter. In confidence. Location in Midwest. AA BOXOFFICE, 624 S. Michigan Ave., Chicago 5, Ill.

Theatre managers wanted for small town Michigan theatres. Also two openings for managers drive-ins. Wife can manage concessions. State all particulars and reference first letter. Boxoffice, 4564.

Excellent opportunity for repair man in old established firm. Experience rebuilding theatre projection and sound equipment necessary. Boxoffice, 4566.

Wonderful opportunity for manager new 700-seat theatre on beautiful Mississippi gulf coast. Unlimited possibility right man. Unfurnished apartment, salary and percentage of gross. Wife act as cashier if desired. Give qualifications, photo, references. Boxoffice, 4568.

Need expert manager for modern drive-in theatre southwest Louisiana. Salary plus percentage to right man. Full particulars, please. Boxoffice, 4569.

Need top assistant in operation of conventional house and drive-in about to open. Texas Theatre, Jasper, Tex.

Wanted: Capable operator. Permanent position in small town, 6 days a week. Ideal working conditions. Preference given to man able to do general theatre maintenance. State in application: Salary, experience, references and other necessary details. Apply Boxoffice, 4593.

Drive-in manager wanted. Experienced and exploitation minded. Northern New England. Fine opportunity. Send information regarding experience, salary expected to Boxoffice, 4585.

Wanted: Drive-in theatre manager with experience. Also drive-in theatre operator and maintenance. Write R. N. Smith Theatres, Mission, Tex.

POSITIONS WANTED

Manager, five years in drive-in theatres. Married, reliable. Will go anywhere. Write Boxoffice, 4574.

Drive-in manager, thoroughly experienced in all phases of the de luxe family drive-in operations. Young, aggressive, 20 years in show business, four years with present situation, best of references. Only year around employment considered. Boxoffice, 4586.

Projectionist, electrician, sound maintenance, 25 years experience. Warm year around climate preferred. Permanent. State all. Wife experienced house manageress, cashier. Interview. Boxoffice, 4587.

Manager wants job. 14 years experience, conventional, drive-in theatres. References. Prefer Texas, will go anywhere. Available immediately. Boxoffice, 4588.

STUDIO AND PRODUCTION EQUIPMENT

Make your own newsreels, produce commercial shorts. Double reflector floodlights with stands. \$49.50; 4 Maurer BM recording outfits from \$1,495; Arctrees 35mm recorder outfit, \$1,995; 35mm Synchronous dubbing projectors, \$495; Wall single system 35mm sound camera, \$7,000 value, \$4,250; Auricon (T70 professional sound camera, \$495; Bridgmathe Jr. automatic developing machine, \$795. Everything for making pictures. Trades taken. 41-page catalog mailed. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, Cable Sossound.

EQUIPMENT WANTED

Wanted: One 16mm Arce projector; sound not necessary. Please write to: Hi-Land Theatre, 4502 Park Blvd., Louisville, Ky.

Kiddie rides. Have Powers GBs complete. Sell or trade. P. Shafer, Washington, Ind.

Wanted to buy, 5c candy vending machines, regardless of condition. Vendo-Mat, 812 S. McHuff, Jacksonville 5, Fla.

GENERAL EQUIPMENT—USED

Two Holmes 35mm portable late model projectors, like new. Also complete sound equipment. \$800. L. J. Hammer, Route 8, North Kansas City, Mo.

Theatre marquee, two years old, with Wagner 10" letters. Simplex projectors, rear shutters. Two reflectors. Electric ticket machine, RCA sound No. 105. Two Brenkert lamps, 1 KW. Leonard Soskin, 12248 Grand River, Detroit 4, Mich.

For sale. Increase your profits 50%. 1951 Mills ice cream, frozen custard machine used four months. Will finance. Also Star popcorn machine, used one year. \$250. Boxoffice, 4589.

Complete booth and sound equipment and screen. Two Simplex rear-shutter projectors, hi-intensity lamp houses, rectifiers, 18" magazines, Western Electric sound, dual speakers, film cabinet with bench and motor rewind, two amplifiers. Complete setup in perfect condition. See it in operation. \$1,500 buys everything. American Theatre, Wentzville, Mo.

Rebuilt Simplex SP, complete arcs; Peerless LI lamps, spotlamps, Simplex mechanism. Also 35mm Fried film printer. Boxoffice, 4590.

Kohler 10 KW, 3 Ph. 220V automatic power unit. Satisfactory for standby or continuous use. New condition, test run only. New price, \$2,095. Sale, \$875. George E. Wilst, 4216 Hanover, Dallas, Tex.

Doctor S.O.S. has cure for ailing B. O. Replace obsolete equipment with modern rebuilt like new projectors and sound. We have standard super Simplex, E-7, Century projectors, RCA and 4 star sound, high intensity and 1KW arcs, etc. Your old equipment can apply as deposit on time payment deal. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, Cable Sossound.

GENERAL EQUIPMENT—NEW

New bargains below present prices. Underground wire, arc lamps, rectifiers, speakers, projectors, sound for drive-in. Boxoffice, 4570.

Economy minded exhibitors are buying tempered Masonite marquee letters available in all colors: 4"-35"; 8"-50"; 10"-60"; 12"-85"; 14"-125"; 16"-150. Pitts Wagner, Adler, Bevelite signs. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, Cable Sossound.

Improved projection, sound pays off. Flame-proof fungusproofed plastic screen, 39½ sq. ft.; headed, 49½; reflectors, 20% off; coated lenses, \$100 pair; A-25A amplifier, 25 watts w/monitor, \$175; Trusonic 2-way speaker system, \$249.50. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

DRIVE-IN THEATRE EQUIPMENT

Popcorn machines, half price. Wiener, Hamburger, Sno-Cone, Peanut Roasters, Bun Warmers. Poppers Supply, 146 Walton St., Atlanta, Ga.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

Model G-12 miniature train, complete with engine, 3 cars, 270 ft. track. Excellent condition. \$1,600 FOB Los Angeles. Cost \$3,285 new. Brenkert model A hi-intensity lamp houses; water coolers on positive holders. Good condition. \$400 pr., FOB Los Angeles. Pacific Drive-In Theatres, 141 S. Robertson, Los Angeles 47, Calif.

New or used Holmes for drive-ins or theatre. High intensity Strong. Immediate delivery. Be ready for early opening. Harold Owen, Seymour, Mo.

Drive-in to S.O.S., drive out with top values. Underground cable \$70M. Complete dual projection and sound from \$1,595; in-ear speakers, \$15.95 pair, with junction box. Available on easy payment plan. Send for equipment list. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

THEATRES WANTED

Theatre, Nebraska, western Iowa, northern Kansas. No brokers. Over 400 seats. Town 1,800 population or over. Confidential. Experienced. L. J. Burkitt, Sparta, Wis.

Sell your theatre privately. 32nd year. Highest reputation, know-how. Arthur Leak, Theatre Specialist, 3305 Caruth, Dallas, Tex.

We are authorized by strongly financed exhibitor to locate profitable, large theatre properties, Texas or nearby. Singly or circuit. Attractive financing plan, tax-wise. Completely confidential. Towns 5,000 up. Arthur Leak, Theatre Specialist, 3305 Caruth, Dallas, Tex.

Drive-in theatre wanted. De luxe only. 500 speakers, minimum. Pay sound, price proven value. Southwest only. Boxoffice, 4583.

Pay reasonable bonus, controlled town with both indoor and drive-in. South of Kansas City. No California. Boxoffice, 4584.

EXCHANGES FOR SALE

Rare opportunity. Motion Picture Exchange Midwest territory. Boxoffice, 4519.

THEATRES FOR SALE

Theatre For Sale: Selected listings in Oregon and Washington now available. Write for list. Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Build double parking Drive-In theatres under franchise Patent 2,102,718, release 22,758. Up to 30% more seating capacity with little additional cost. Louis Josseland, 3710 Mt. Vernon, Houston, Tex.

Pacific Northwest theatres for sale. Write to: Brown, sales manager, Theatre Sales (Div.) Fred B. Ludwig, Bldg. 4229 N. E. Broadway, Portland 13, Ore.

Traveling theatre bus, yellow coach, 70 seats, fully equipped, excellent condition. Reasonable. Terms. Boxoffice, 4550.

Finest county seat town, population 3,200. Only theatre, 425 seats. A rare opportunity seldom offered. \$35,000 cash takes one-half interest, or will sell all. Rivoli Theatre, Seward, Neb.

Central Illinois, good business town. New equipment, 330 seats; air conditioned. Two-story brick building. \$20,000 will handle. Boxoffice, 4546.

For sale: Theatre, fine opportunity; cheap. J. Stallings, 2543 Woodburn Ave., Cincinnati, Ohio.

Only theatre in southwest Kansas county seat town; 345 seats. Competition 30 miles. Ideal family. Other interests for sale. Modern home optional. Some terms. Boxoffice, 4553.

New Mexico; 2,000. New Simplex. Near earners. 3,000 feet. Good building goes. \$300 week profit. \$15,000 down; \$28,000 total. Boxoffice, 4556.

Two de luxe theatres, northwest Iowa. Towns 1,500 and 2,000. New buildings, top-notch situations. Boxoffice, 4554.

Texas county seat, 4,000. Both shows. Remarkably cooperative community. \$39,000 down. Rich cattle country. Similar near Dallas at \$35,000 down. This kind difficult locate. Eastern Oklahoma family show at \$21,000 down. City 8,500. Arthur Leak, 3305 Caruth, Dallas, Tex.

Northern New Mexico. Only theatre county seat. Population 7,000. 320 seats. \$10,000 \$2,250 handles. Write Boxoffice, 4555.

520 seats, nearly new booth, concessions. 50 fine buildings, town 4,000, only theatre. \$25,500 down, to reliable party. Near Joplin, Mo. Boxoffice, 4557.

One of the best suburban theatres in Memphis. 865 seats, fireproof building, a real money maker. Owner wishes to retire. This is a wonderful opportunity for someone that wants a real proposition. Will take about \$60,000 cash payment to handle. Gus J. Haase, Haase Theatre Broker, 726 M & M Bldg., Memphis, Tenn.

One finest suburban New Mexico's leading city. Personal visits only requested, as must see to appreciate. \$27,000 cash handles. Boxoffice, 4558.

Completely modern 500-car New Mexico drive-in. You or friends have enthused over this city, dominated by this new money-making theatre. \$60,000 down, including valuable land. Truly unusual every respect. Chance of lifetime. Boxoffice, 4559.

Two theatres: One is a ten-year lease for sale. \$7,500 cash and a money of a proposition. The other, for lease, is 800-seat house and \$25,000 security. Boxoffice, 4563.

Northwest Arkansas growing town's only theatre. Owner shows \$6,500 profit. \$9,000 down. Similar north Texas. Arthur Leak, 3305 Caruth, Dallas, Tex.

San Antonio area. Exceptionally fine small town theatre. \$15,000 cash, reliable buyer. You'll be pleased. 21 others from \$9,000 down. Arthur Leak, 3305 Caruth, Dallas, Tex.

Two excellent suburban money-making locations in town of 400,000. One 900-seat house and one 500-seat house, both showing nice profits. Price \$50,000 and \$40,000. Also, old established drive-in on best highway out of Memphis. Gus J. Haase, Theatre Broker, 726 M & M Bldg., Memphis, Tenn.

Only theatre in western Washington town of over 2,000 population. Same owner 28 years. \$10,000 cash required. Liberty Theatre, Lynden, Wash.

300-seat theatre, no competition, 10,000 population. H. W. Miller, Box 605, Yucalpa, Calif.

For rent: Air conditioned theatre, over 600 seats, good section of Chicago south side. 12 years old, fully equipped, previous owner died. Excellent opportunity. Open with no capital outlay except lease security. Brokers cooperation solicited. M. C. Hassander, 209 Santa Anita, Santa Barbara, Calif.

Western Illinois county seat, 1,500 population. Brick building, modern, finest equipment. Absentee owner. First time offered. \$22,500 takes all; \$15,000 down. Boxoffice, 4591.

Only theatre northwest Alabama town. Block-brick venue, 30x85, new RCA equipment installed when building was built, October 1947. 300 seats, fair condition, good cooling system. Diesel oil furnace installed new. Business excellent, drawing cash about 7,000. Will sell for \$20,000 cash. Boxoffice, 4577.

Only theatre: county seat town, 2,000. Large 1921 area. Modern equipment; one year old. \$22,000. Half down. Boxoffice, 4579.

THEATRES FOR SALE (Cont'd)

Profitable, modern, 350-seat, rural town near Cincinnati. Gorgeously decorated, air conditioned, ideal for family; owner can't handle. Must dispose of before spring. \$35,000 includes all, two thirds financed. Consider experienced partner to take full charge; must stand thorough investigation. Small cash. Drifters, save your time. Boxoffice, 4578.

Theatre leasehold and equipment for sale: 390 seats, long lease. Good booth equipment, Star popcorn machine, good corn and candy sales. Cooled by washed air. Operating seven days a week. Second run double feature house, profitable. Have to see to appreciate. Southwest Virginia town, population 35,000. Cash \$17,500. No shoppers. Boxoffice, 4580.

400-seat theatre; brand new, air conditioned. Doing nice business; for family operation. Colonial Theatre, Port Norris, N. J. Price, \$47,000.

Three Iowa county seat towns, from 2,000 to 4,500. Want to sell all three together, one half cash. No brokers, please. Unless qualified to handle deal, do not take up my time. All theatres money makers. Reason for selling, health. Write Boxoffice, 4581.

New drive-in, 10,000 buys long cheap lease, one half cash. 500 cars, new equipment, wonderful possibilities, owner too far from this central Ohio town, 16,000. Where can you build first class drive-in for this price? No prospectors, please. Boxoffice, 4582.

\$30,000 down buys control-really thriving north Texas town, 3,800. Second factory coming. Fine 140-foot corner brick included. Three-year pay-out and better. One finest values recently. Ideal living conditions. Exclusive. Arthur Leak, 3305 Caruth, Dallas, Tex.

For sale: Drive-in theatre in central Ohio. Boxoffice, 4592.

THEATRE SEATING

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

Seat covers: Sealed combinations, all makes, all styles. Send your sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seal cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

Upholstery Fabrics: All kinds. All colors. Send your sample for matching. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permatone anchor cement. Fensin Seating Co., Chicago 5.

No more torn seats: Repair with the original Patch-A-Seal. Complete kit, \$6. General Chair Co., Chicago 22, Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Pull upholstered back, insert panelback, boxspring and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Pull upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x28-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

No more loose chairs: Get "Firmastone" Anchor cement, \$5 per box. General Chair Co., Chicago 22, Ill.

For sale: 260 cushioned seats with five ply veneer backs; good condition. David Dallas, State Theatre, Manhattan, Kas.

Has business needed? Rent with these comfortable, low cost chairs: 700 American full upholstered, spring seat, excellent condition, \$2.95; 600 American 7-ply veneers, rebuilt, \$3.95; 500 Heywood panelback, metal lined spring cushion rebuilt, \$5.95. Many more. Send for Chair Bulletin. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York. Cable Sossound.

POPCORN MACHINES

Popcorn machines, all makes, \$100 up. Kettles for all makes popcorn machines. Consolidated Confections, 1314 So. Wabash Ave., Chicago, Ill.

Popper kettles for all makes of machines. Creators, Star, Manley poppers. Candy corn equipment. 120 S. Halsted, Chicago 6, Ill.

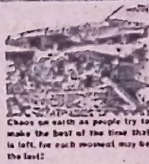
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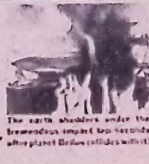
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